WE PUKE FUN AT

BUGSY PRINCE OF TIDES HOOK

# MAD IND ®

No. 312
July
1992
Our Price
$2.25
Nauseating!

OUT OF RESPECT FOR OUR PRESIDENT MAD HAS DECIDED NOT TO MAKE THIS A

SCRATCH 'N' SNIFF COVER!

BARF BAG ONE

YECCH! DON'T READ HIS LIPS!

MADE IN JAPAN

0 70989 33230 0 07

# AN EXCITING NEW SUBSCRIPTION OFFER

## *EXCLUSIVELY FOR READERS OF MAD MAGAZINE!*

*"An extraordinary opportunity to own the official MAD Pin Collection!"*

# A Brief History of the MAD Pin Collection

*In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!*

*Unique in all of jewelry-making history, we broke the mold before we cast these pins!*

*Each official MAD Pin is precision crafted by machines that are turned On and Off* **by hand!**

*Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!*

*The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things)!*

*These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!*

*Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand!* (In the event of a tie, all production will cease! That's our commitment to quality!)

*These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!*

*An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!*

*This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!*

# How To Get Your MAD Pin Collection FREE:

**485 MADison Avenue** MAD **New York, New York 10022**

☐ **I enclose $53.75 for a 40-Issue Subscription. I'll save $16.25 off newsstand price and get all three MAD Pins shown above absolutely free!**

☐ **I enclose $33.75 for a 24-Issue Subscription. I'll save $8.25 off newsstand price and get the official MAD Logo Pin absolutely free!**

☐ **I enclose $13.75 for an 8-Issue Subscription. I'll save a paltry 25¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!**

☐ **CHECK HERE IF RENEWAL**

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

*Outside U.S.A. (including Canada), $18.75 for 8 issues or $46.75 for 24 issues or $74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow **10 weeks** for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

**USE COUPON OR DUPLICATE**

NUMBER 312 JULY 1992

# MAD

*"Politicians are people who get sworn in and then cursed out!"*
—Alfred E. Neuman

**WILLIAM M. GAINES** *publisher*

**NICK MEGLIN, JOHN FICARRA** *editors*
**LEONARD BRENNER** *art director* **TOM NOZKOWSKI** *production*
**CHARLIE KADAU, JOE RAIOLA,** *associate editors*
**DICK DE BARTOLO** *creative consultant* **ANNE GAINES** *ass't. to the publisher*
**ANDREW J. SCHWARTZBERG** *editorial assistant*
**JULIA HARRISON** *winter intern*
**JACK ALBERT** *lawsuits* **DOROTHY CROUCH** *foreign correspondent*
**LILLIAN ALFONSO, CLAUDETTE NICHOLS,**
**FREDDIE MALONEY** *subscriptions*
**CONTRIBUTING ARTISTS AND WRITERS** *the usual gang of idiots*

## DEPARTMENTS

**AN EMBARRASSMENT OF RICHARD'S DEPARTMENT**
Conflicting Ads That Make You Wonder.....12
**AS THE CHARADE PASSES BY DEPARTMENT**
Is Anyone Fooled By.....33
**BERG'S-EYE VIEW DEPARTMENT**
The Lighter Side of.....26
**EVER, EVER BLAND DEPARTMENT**
"Hook'em" (A MAD Movie Satire).....40
**FRANK ON A ROLL DEPARTMENT**
How To Be Poltic'lly Correct.....24
**JOKE AND DAGGER DEPARTMENT**
Spy Vs. Spy.....32
**LETTERS AND TOMATOES DEPARTMENT**
Random Samplings of Reader Mail.....2
**MARGINAL THINKING DEPARTMENT**
"Drawn-Out Dramas" by Sergio Aragones.....**
**PILLOWS OF SOCIETY DEPARTMENT**
Airbag Safety Devices For Everyday Living.....36
**PUBLISHER'S FEARING HOUSE DEPARTMENT**
A Memo From Bill Gaines (As Dictated to Frank Jacobs).....48
**READY, SIT, GO! DEPARTMENT**
The Couch Potato Olympics.....22
**SERGE-IN GENERAL DEPARTMENT**
A MAD Look at Cooking.....45
**SERVING COUNTERATTACK DEPARTMENT**
The MAD Fast Food Employees Hate Book.....10
**SHRINK RAPPED DEPARTMENT**
"The Prince of Tirades" (Another MAD Movie Satire).....17
**TALES FROM THE DUCK SIDE DEPARTMENT**
The Pernicious Prison Plight.....9
The Misguided Menagerie Moneymaker.....31
The Jerky Jester's Justification.....39
**THE WARREN COMMOTION DEPARTMENT**
"Buggy" (Yet Another MAD Movie Satire).....4
**WISE GUIDES DEPARTMENT**
Rules For Games The Way They're Really Played.....14

**Various Places Around the Magazine

FRONT COVER ARTIST: RICHARD WILLIAMS

**MAD** (ISSN 0024 9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A. 8 issues $13.75 or 24 issues $33.75 or 40 issues $53.75. Outside U.S.A. (including Canada): 8 issues $18.75 or 24 issues $46.75 or 40 issues $74.75. (Canadian price has GST tax included.) Entire contents copyright © 1992 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.
Printed in U.S.A.

## VITAL FEATURES

"BUGGY" (A MAD MOVIE SATIRE) Pg. 4

"THE PRINCE OF TIRADES" (ANOTHER MAD MOVIE SATIRE) Pg. 17

HOW TO BE POLITIC'LLY CORRECT Pg. 24

AIRBAG SAFETY DEVICES FOR EVERYDAY LIVING Pg. 36

"HOOK'EM" (YET ANOTHER MAD MOVIE SATIRE) Pg. 40

A MAD LOOK AT COOKING Pg. 45

## TATTOO'S COMPANY

You nimrods!! In #310's "A MAD Commentary: Tattoos," you have a picture of a typist's hands with the letters "G" and "H" tattooed on her thumbs. I guess you never took a typing course! The thumbs operate the space bar and the "G" and "H" keys are operated by the index fingers! I hope you used more caution when you hired your secretaries!

Greg Smith
Ballston Lake, NY

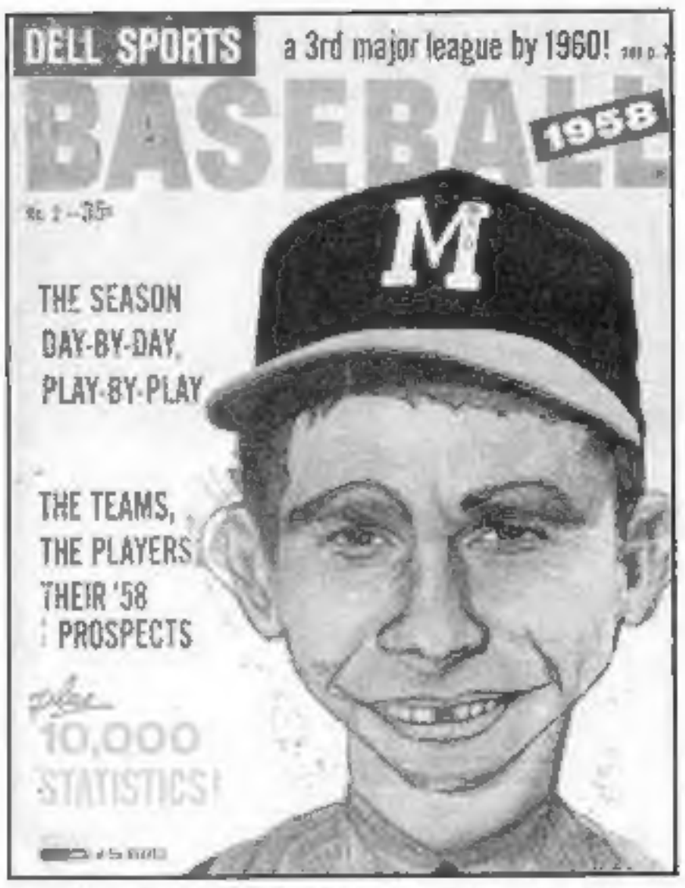
**Smithy—Use more caution in hiring our secretaries? Of course! At MAD, we always practice "safe secs"!—Ed.**

## BEN AT WORK

Having just finished Maria Reidelbach's book *Completely MAD*, I am compelled to send you the enclosed—and only 34 years too late! It's something I came up with when I was in Amarillo, Texas in 1958, away from my home in Oakland. This is what I did to poor Lew Burdette of the Milwaukee Braves!

I went on to do some butchering on some other magazines—mainly at *Rolling Stone*, where I was a writer and editor from 1969 into the early 80s. But all that time, I'd get the latest issue of MAD, note with admiration how the "usual gang of idiots" stayed together and, more importantly, stayed funny, and wish that I could be with them, working for a REAL magazine!

Ben Fong-Torres
San Francisco, CA




**Lew Burdette?? It looks more like a bad Rocky Colavito to us!—Ed.**

## DIAL-A-MAD-RIPOFF

*Even your own Mom won't know it's you with the*

# Voice Changer Telephone

**only $99.95***

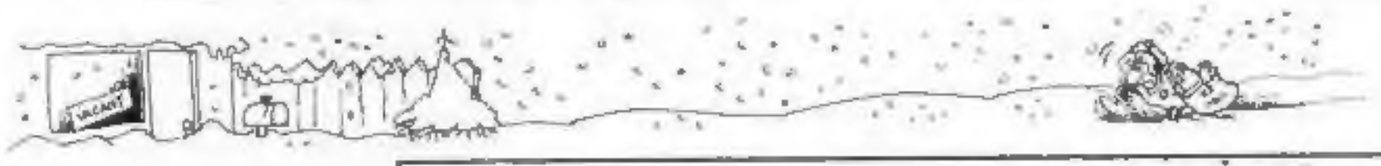
**But read this ad for an even better deal!*

The *Voice Changer* is a "standard" touch-tone telephone featuring last number re-dial, pulse/tone switching and hearing aid capability. But it has another special feature: the ability to disguise you voice so that even your own Mom or your dearest friend won't be able to recognize you. You can pre-set the vocal pitch of your voice to any of 16 different characteristics - male and female. That can be a lot of fun, but it is also a first-line of defense for women or for children who are left home by themselves.

## DISGUISE–A–PHONE

One press of a button instantly changes your voice into someone else's. Special fine tuning lets you re-create any voice perfectly. This device is invaluable for making authentic-sounding excuses in business, school and personal relationships.

**When an idea appears in MAD and then later appears elsewhere, we call it a MAD ripoff. Look at this portion of a recent ad for a new telephone device, then look at this excerpt from "Future Phone Gimmicks" in the April, '87 MAD. When will we stop calling this phone a MAD ripoff? About the same time the first big royalty check arrives in our mailbox!**



## TRASH-Y ART

**Fans of White Trash (some of whom may themselves be!) no doubt immediately realized that the cover art for the latest White Trash album was done by MAD's own Jack Davis (especially since Jack's signature was in the corner!) Hey, what's next, Dave Berg drawing the new Metallica album cover? We dare them!**

## CHEST NUT

Regarding the "tattoo" cover of MAD #310...Alfred's nipples appear to be uneven. I hope my noticing is not indicative of some larger problem.

Mike Holmes
Hillsborough, NJ

**A problem of Alfred's...or YOURS???—Ed.**

## NEWTON'S FLAW

The article "If Other Historical Eras Had Been As Lawsuit Happy As Ours Is Today" in MAD #309 is helping to perpetuate a myth. One of the cartoons shows Sir Isaac Newton sitting under a tree with an apple falling on his head.

After the publication of Newton's *Philosophiae Naturalis Principia Mathematica* in 1687, another English physicist, Robert Hooke, expected due credit for having anticipated the inverse square law of force. Newton, wanting to ensure his own priority in the discovery of the law of universal gravitation, invented the story that he had tested the motion of the moon not at the time of the writing of the *Principia*, but twenty years earlier, in the 1660s! Newton also circulated the story that he had been set in this chain of reasoning by having observed a falling apple.

So, if anything, Hooke would have sued Newton for patent infringement!

Darío Castellanos
Professor of Mathematics
Universidad de Carabobo
Valencia, Venezuela

**Thanks for your intelligent (albeit long-winded, borderline pompous and exquisitely dull) letter! You know, if there's one thing we at MAD have learned over the years, it's that history repeats itself. In fact, we're willing to bet the farm that like Newton, you've taken some fruit upside your head too—perhaps a watermelon to the medulla, or a casaba to the cranium!—Ed.**

## MORON MAIL

If home is where the heart is, does that mean the lungs are in the garage?

Kevin Robinson
Somewhere in America

**Yes, and you don't want to know what's in the septic tank!—Ed.**

## MORE MORON MAIL

Id like you guys to do something for me. The next time you drink orange juice, look at the pulp. Does it not look exactly like baby shrimp legs?

Susan Stagg
Huntsville, AL

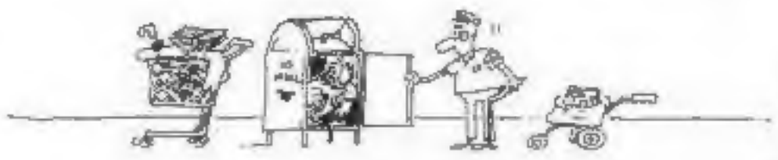
**Ms. Stagger—Baby "Shrimp Legs" O'Toole just happens to have been one of the finest midget wrestlers ever to grace the squared circle! His 1954 championship match against Stumpy Wilkins is legendary, as was his tumultuous 10-year marriage to June Lockhart! We don't think it's proper to denigrate the Old Shrimpster or ANY professional midget wrestler on the MAD letters page. Shame on you! —Ed.**

## PIZZA SHUT

While conducting a routine food inspection at a pizza parlor, I observed a MAD magazine on a shelf in the kitchen. Needless to say, I immediately closed the facility, due to the kinds of vermin MAD attracts!

Chris McCormick
Warren County Health Dept.
Washington, NJ

**Notice: All MAD employees must wash hands after reading Chris McCormick's letter!**
**—William Gaines**



## MAD HELPS WIN DEBATE

The article "If Blondie Entered the Real Workplace" (MAD #310) was really good! We had a debate in school called "The Demands of a Working Woman Far Exceeds Those of a Working Man" in which we used your article as one of our examples. We won, which was really good because there was this schmuck on the other team!

Lynn Yeo
Joan Rozario
Grace Gwee
Singapore

**We'll pass along your praise to the article's artist, Angelo Torres, who, coincidentally, used to be a woman, but found it much too demanding!—Ed.**

**Joseph Valenti of Pittsford, NY sent us this absolutely lovely photo of himself spending a quiet evening at home. The place looks great, Joe, but we have just one question: Where'd you get that crappy wallpaper?**

## PLANE NONSENSE

Thought you'd enjoy this picture titled "Terror in the Skies." The other Midway Airlines passengers ran to the back of the plane when Burris Plummer and Judy and Sam Schwartz pulled out their favorite reading material! The flight attendant, Jo, even inflated her lifejacket expecting to jump!

Meryl Plummer
Pennsauken, NJ

**Meryl—Actually, we encourage people to read MAD at 50,000 feet—because there's always a barfbag within arm's reach! But when flying, remember: MAD cannot be used as a flotation device!—Ed.**

## A THOUSAND POINTS OF BLIGHT

I have collected your magazines for the last two years now. I have enjoyed every single one and they have been hilarious. My last purchase was MAD Collector's Series #3. I was very disturbed about the postcard "MAD Salutes George Bush, The #1 Environmental President" on page 32. That postcard was obscene and uncalled for. My parents will not let me purchase another one of your magazines until this postcard is apologized for.

Patrick Thomas
South Jordan, UT

**Regarding the environment, we think it's George Bush who owes the American people an apology! Besides, you were holding the postcard the wrong way! The finger was actually pointing down!—Ed.**

---

**Please Address All Correspondence To:**
**MAD, Dept. 312, 485 MADison Avenue**
**New York, New York 10022**

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Bill and Anne on their 5th Anniversary!

Here's a great idea: Take the life of a notorious gangster and bring it to the screen starring a smooth, Hollywood actor. Great idea? NOT! Maybe we're just sick of mob movies that turn killers into loveable good guys. Maybe we're just sick of Warren Beatty. Or maybe we're just sick from the jumbo popcorn and Goobers we ate while watching it! But whatever the reason, when we left this movie, we were feeling a touch off...a bit nauseous...a bit lightheaded...a bit queasy...a bit...

# BUGGY

I'm **Warren Beatty!** In this film I make a **hero** out of **gangster Bugsy Siegel**—a **cold-blooded killer! Why** did I make him a hero? Because **nobody** wants to see a film about an **ordinary man** of **decency** and **morality!**

**Really?** Then tell me, Ben, why do **millions** of people watch *"It's a Wonderful Life"* **over and over** again every year?

I'm **Joe Mantegna!** I play 1940's movie star **George Raft** and it's the most **difficult** role I've ever tackled. It's the first time a **good actor** like **me** has to portray a **lousy actor** like **him!**

I'm **Annette Bening!** I portray **Virginia Hill,** Bugsy's **sexy, wise-cracking, fun-loving girlfriend!**

Hey **Virginia,** how about **you and me** doing **you-know-what...?**

Listen, turd-brain, don't think you can **sexually harass** me and **get away with it!** I said my name was **Virginia Hill,** not **Anita Hill!**

PING

MORT DRUCKER

SMITH

ARTIST: MORT DRUCKER

Don't you **ever, ever** call me **Bugsy!**

Why **does** everyone call him **Bugsy?**

They think he's **bug-house crazy** because he keeps repeating ***20 dwarfs took turns doing handstands on the carpet!***

Maybe he's not so crazy. Rex Harrison kept repeating ***The rain in Spain falls mainly on the plain*** and it got **him** an **Academy Award!**

You **stole money** from me! That's **immoral!** You broke one of the **10 Commandments!** And I **believe** in the 10 Commandments!

How about **"Thou shalt not kill"?**

So I believe in **nine** out of 10!

What about **Thou shalt not commit adultery"?**

Okay, **eight! So sue me,** you ¢&*$ *&¢!

HORSES

ODDS

I'm glad to **finally** see a movie where **most** of the criminals have names like **Siegel, Cohen** and **Lansky!**

Are you a **student** of the period?

**No,** I'm an **Italian!**

When he made his **last** film, Warren Beatty had an **affair** with his leading lady, **Madonna!** While making this film, he **impregnated** his leading lady **Annette Bening!**

**Yuk!** I **don't** want to **hear** about what happened when he starred with **Dustin Hoffman** in **Ishtar!**

AAOOOOWW!

OOOOOH!

WHAT IS THAT SOUND?

THIS IS A TRIPLEX. MUST BE THE LOVE SCENE NEXT DOOR.

**Tell me,** is this movie any **good?**

Let me put it to you **this** way. You see the **Tristar logo** of the **white, winged horse?** Well, this picture is what that horse **leaves behind!**

EXIT

COUGH!

COUGH!

HAROLD...

COUGH!

THOSE SEATS TAKEN?

SHHHH...

POP...

WRITER: STAN HART

**Daddy,** you're **away from home** so **much!**

**Yeah, daddy, we miss you!**

I can't help that girls, it's **business.** Tell you what I'll do. To **make up** for it, when I **get back,** I'll **kill** the **school teacher** of your **choice!**

You're my **oldest friend** so I came to you. I need **$50,000** because I've had a run of **bad luck!**

**That's life,** pal!

No, Ben. Losing your **own money—that's life!** Losing the **mob's money—that's death!**

They say that you're **quite a lover!**

**Really?** Is that what **they say?**

I'll bet you have a **girl** in **every port!**

What **port?** I **don't** travel by **boat!** But I do have a **girl** sleeping in **every car** of this **train!**

I'll **bet** you want to **make love** to me **really bad!**

No, I make love with **my wife really bad!** With **bimbos** like you I'm **really great!**

I **sure** do **like** the **movie business!**

It's a **little different** from **your business,** Ben! In the **gangster world,** if you want to make someone **disappear,** you put them in **cement shoes** and toss them in the river! In the **movie business,** you just give them a **series** on **FOX!**



The **Count** is going to **introduce** me to **Mussolini.** Then I can **blow his brains out!** It'll be my **contribution** to ending **World War II!**

Maybe there's **another way** you can make a **wartime contribution!**

**How** can I do **that?**

By going into the **army** like all the **other guys your age!**

Let's **make love!** I'm a **fantastic lover!**

But you're a **married man!**

Hell, I had to **practice** on **somebody, didn't I?**

I'm a very **jealous guy,** so I want to know how many **other men** have been with you **like this!**

Not that it's any of **your business,** but there's been **four** or **five!**

**Four** or **five** in a **lifetime** isn't **too bad!**

In a **life-time?** I thought **you meant** in a **night!**

You **lied** to me! **Nobody lies to me!**

I'm **not** going to **kill you!** I'm going to **humiliate you! Bark like a dog!**

Now **cluck like a chicken!**

Hey Ben, I thought you wanted to get **out** of the **rackets** and go into **show biz!**

**I do!** I'm **practicing** to be an **animal trainer!**

Don't **kill me, please!**

**ARF! ARF! ARF!**

**CLUCK! CLUCK! CLUCK!**

**Cruelty** and **viciousness turn me on!**

Then I must **drive you wild!**

**Not really!** You get me **hot! Hitler** drives **me wild!**

SOLD

You're going to bring **big time gambling** to this **one horse town?**

What **kind** of **games** do you **run here?**

Bubble gum **card flipping, penny pitching, ring-o-levio** and my favorite, the **Annual Paper, Rock, Scissors Invitational Tournament!**

Tell me, what's in **that room?**

That's the **Hopscotch game!** It's for **serious gamblers!**

WELCOME TO LAS VEGAS

YOU ARE NOW NOWHERE

GAMBLING

PRIVATE

GAS

I have **a dream!** In years to come my motel and casino will be a **mosque of money madness;** a **cathedral of cupidity; a synagogue of suckers!**

The way you **put it,** it sounds like a **religious vision!**

**It is religious!** After all, people **pray** a lot **harder** in **casinos** than they do in **houses of worship!**

I can see in the **future** one day, Las Vegas will **not only have casinos** and **hotels** but also **homes** and a **university!**

And abso-lutely **no more sleaze?**

**Not quite!** Unfortunately, I also see **U.N.L.V. coach Jerry Tarkanian** in the **future!**

I'm **afraid** this is going to cost a **few million dollars** more than **we planned!** But it happens on **every job!**

If you go **overbudget** on **all your jobs,** who will ever **hire you?**

**No problem!** We'll work for the **U.S. Government** as **defense contractors!**

SITE of the FUTURE FLAMINGO HOTEL

You shouldn't have **squealed** to the cops about **the mob!**

**Yeah,** I was **wrong** to do **that!**

But I have **confidence** that you'll **never** make that **mistake again!**

You **mean** you're going to **trust me?**

**No,** I **mean** I'm going to **kill you!**

This **hotel** is a few million dollars **over budget** already and **now** you tell me it's going to **cost even more?!?**

You have a **choice!** You can have a **deluxe hotel** for **four million** dollars **or** you can have a deluxe hotel **with toilets** for **five million** dollars!

Put in the **plumbing!** Geez, **five million!**

**Correction!** With **toilets AND plumbing** it'll come to **six million!**

FLAMINGO

GAMBLIN

Bugsy's dropped six million on that **cockamamie hotel** and he's **still** spending! He's got to be **stopped!**

It's that **girl-friend** of his! She supervised construction and **hid** two million in a **Swiss bank!**

If she's so **fond** of the **Swiss,** she's gonna **love** what we're gonna do to her. We're gonna make her look like **Swiss Cheese!**

Opening night and **no one came.**

You didn't **need the toilets** after all!

Go back inside and **enjoy yourself** at the **gambling tables.**

No thanks. I **never gamble.**

Don't worry! I **fixed** the **games!** There's **no gamble** at all! **We always win!**

CASINO

GRAND OPENING CASINO HOTEL

FLAMINGO HOTEL

GAMBLING LAS VEGAS

VALET PARKING

We'll **always** have **Paris!** Here's **looking** at you, **kid.** Our **troubles** don't amount to a **hill of beans...**

Snap out of it, Ben! The hotel problems have made you so **wacky** that you think you're **Bogart** in *Casablanca!* I've **slept** with **Humphrey Bogart. Humphrey Bogart** is a **friend of mine.** Believe me, Ben, **you're no Humphrey Bogart!**

And **you,** my dear, are **no Ingrid Bergman!**

You can **have** the two million I **stole** from you!

You **betrayed** me, you **stole money** from me and you made me a **target** for the **mob!** But **I still love you** and I don't even **want** your **money!**

You're **my kind** of guy, Ben— a **total schmuck!**

We were sent to **bump you off** for losing **millions** of **dollars** of **our organization's money!**

The **Lansky mob** told you to **kill Ben Siegel?!?**

What **Lansky mob?** What **Ben Siegel?** We're from **Touchstone Pictures!** We were sent to **rub out Dick Tracy!**

# THE PERNICIOUS PRISON PLIGHT

I can't BELIEVE how much FOOD you ORDERED for your LAST MEAL, Lefty! You SHOVELED it DOWN like there was NO TOMORROW! Ha! Ha!
All part of my PLAN! See, EATING all this FOOD has made me SICK with the RUNS! And ARTICLE 6, SECTION 3 of the STATE PENAL CODE clearly STATES that you CAN'T give the ELECTRIC CHAIR to a SICK MAN!

I'll be like the ENERGIZER RABBIT and keep GOING and GOING and GOING! You'll NEVER be able to FRY ME!
NICE TRY, Lefty! But the WARDEN'S one step AHEAD of YOU!
MEN

SERVING COUNTERATTACK DEPT.

# The Mad Fas
# Employees Hat

ARTIST: AL JAFFEE

**DON'T YOU HATE...**

...managers who lay down the most cockamamie rules?

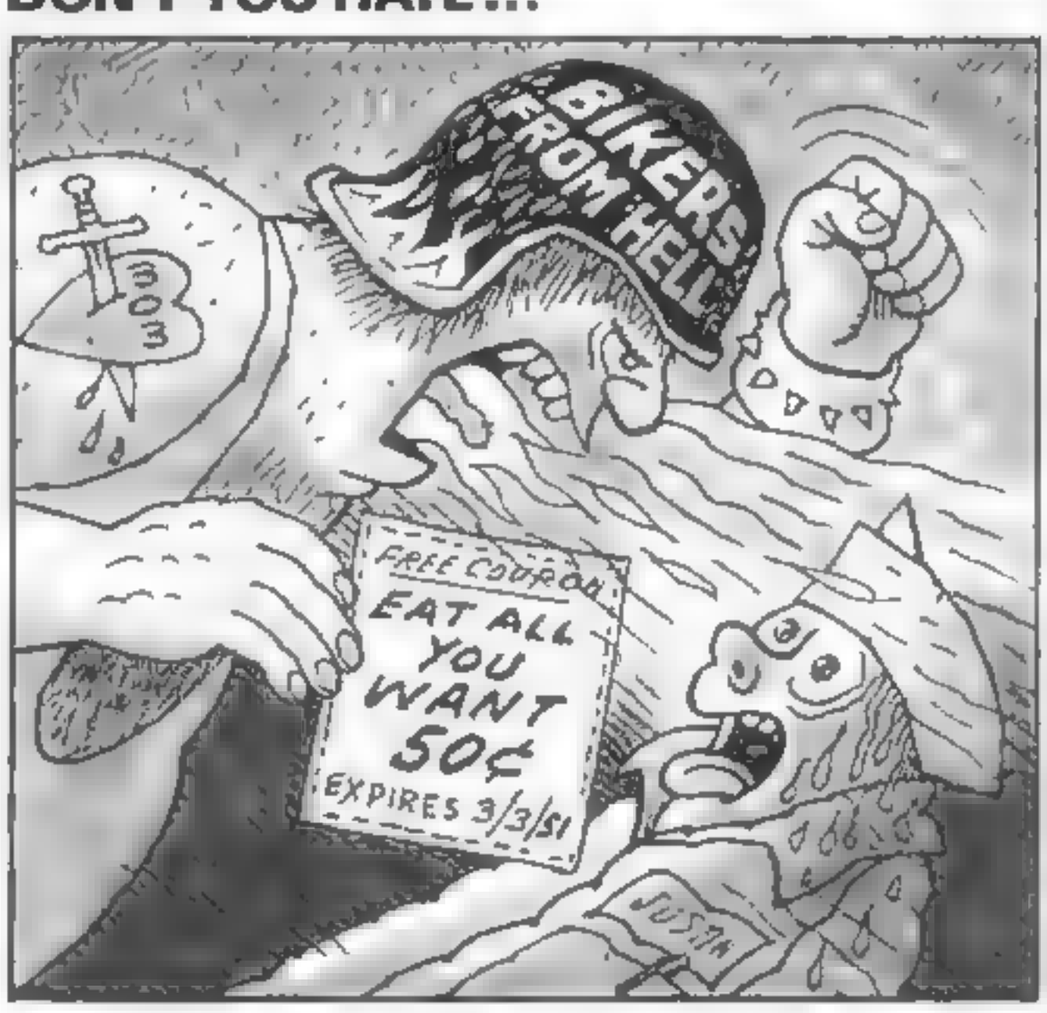
**DON'T YOU HATE...**

...having to be polite to your worst enemy?

**DON'T YOU HATE...**

...seeing the company blow its profits on new stores instead of better wages and benefits for its employees?

**DON'T YOU HATE...**




...rude customers who misinterpret coupons and blame you?

# t Food
# te Book

WRITER: MIKE BIRTCHET

**DON'T YOU HATE...**

**...coming home smelling like your job?**

**DON'T YOU HATE...**

**...running low on change, then getting hit with ten $20 bills in a row?**

**DON'T YOU HATE...**

**...“creative” slobs?**

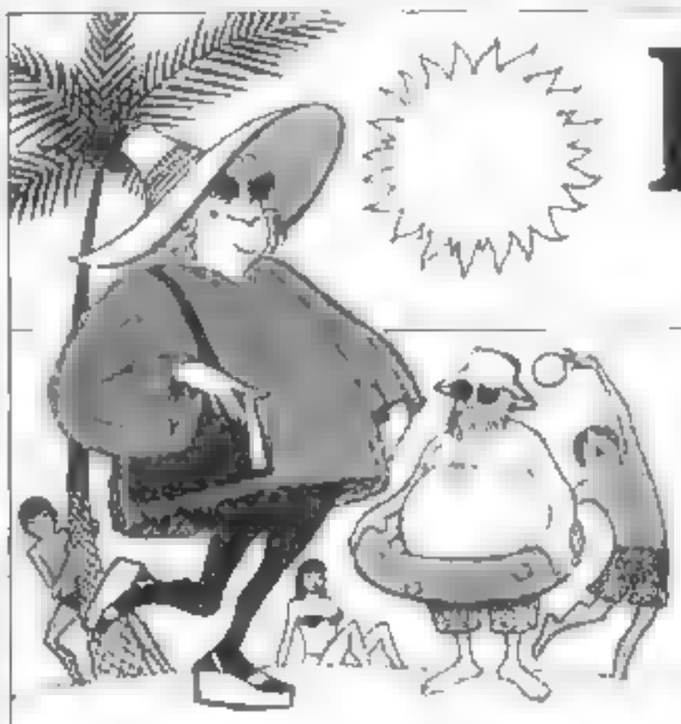
**DON'T YOU HATE...**

**...“Help Wanted” signs that make fast-food work look like a great career?**

AN EMBARRASSMENT OF RICHARD'S DEPT.

Ever notice two ads in different parts of the same newspaper that seem to contra

# CONFLICTING ADS



## Florida!!

only $49 each way!

Let our experienced pilots and efficient flight crews safely jet you off to the sunny south!

**CALL *TURBULENT AIR* TODAY!**

## WANT TO BE A PILOT?

It's never been easier!
We have immediate openings!
We also need flight crews, stewardesses, baggage handlers and reservationists!

**Absolutely no previous experience necessary!**

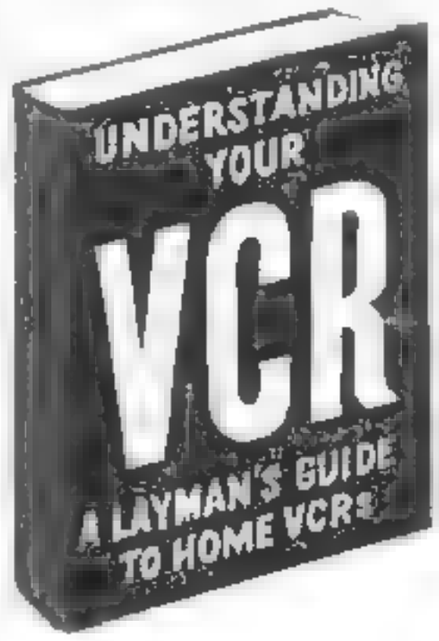
**CALL *TURBULENT* AIR *TODAY!***

**Move into the next generation of VCRs with**

**PANIC-SONIC'S**

**SIX-HEAD, ON-SCREEN PROGRAMMING SUPERSTEREO MODEL 1000.**

It's never been easier to program or operate! On-screen menus take you through every step ...43-function remote control puts everything at your fingertips!




This 400-page book takes you step-by-step through every complex function.
Sample chapters:

- Twenty Steps to Using "On-Screen Programming"
- Why Those Multi-Function Remote Controls Make You *Lose* Control

SPECIAL BONUS:
Understanding the difficult, Ultra- Sophisticated Panic-Sonic 1000!

**IT'S A HISTORICAL FACT!! *THERE'S NO SAFER INVESTMENT THAN REAL ESTATE!!***

## THAT'S WHY YOU SHOULD INVEST IN SHADY ACRES!

A dream home for under $100,000 that will only increase in value!

We only built 10,000 units and they're going fast! Just a few are left—but they're the best of the lot!

*Buy two—one to live in, and one for an investment!*

## MUST SELL!

Shady Acres home. Paid $100,000, will sell for $50,000 or best offer! Present owner allergic to mildew and vermin.

## FORCED TO MOVE!

I must sacrifice my Shady Acres home. Paid $120,000. Will accept best offer over $40,000. My company is moving seven blocks away, so I *must* relocate!

dict each other? Take a closer look at these gems from the MAD collection of...

# THAT *REALLY* MAKE YOU WONDER

Why endure the hassle of public transportation?

*Drive the safe, reliable and comfortable*

## 1991 ACCURATE

***Just $5,000 down and 42 easy monthly payments of $499!***

***Get Into the Driver's Seat Today!***

ATTENTION • ATTENTION

## RECALL NOTICE

Due to a design and manufacturing error, and in response to a class action suit, a recall notice has been issued for the following automobile:

## 1991 ACCURATE

When driven at speeds in excess of 10 mph, the transmission will rip through the floorboard and the vehicle will flip on its side. If you own one of these cars, return it to your dealer immediately, but whatever you do,

Do Not Get Into the Driver's Seat!

Join the "plastic" society!

Get Your Very Own

**CREDIT CARD!!**

Charge FOOD, HOTELS, and AIRLINE TICKETS! Masterfraud, American Excess, all others!

Call toll free 1-800-Charge

**UP TO YOUR NECK IN DEBT?**

**Are Credit Card Companies hounding you day & night?**

Isn't it time to declare bankruptcy?

Get the Chic Glitz Bankruptcy Kit!

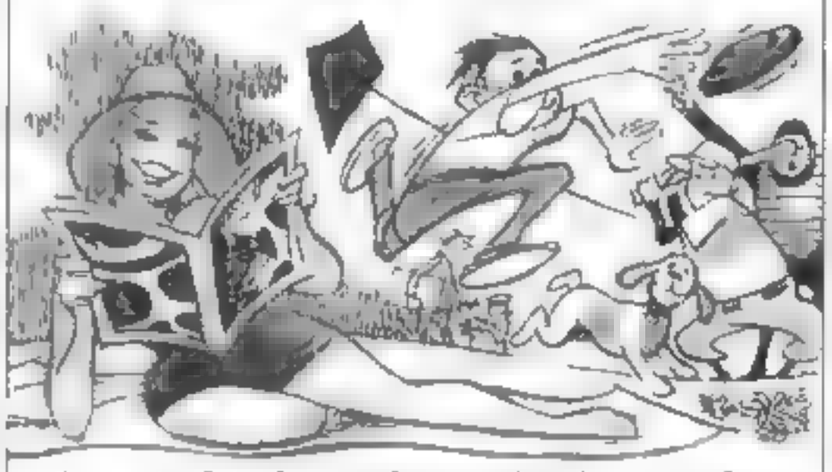
**CHIC GLITZ *IS* "MR. BANKRUPTCY"**

**Call 1-800-RUINED now!**

ARTIST: BOB CLARKE WRITER: DICK DEBARTOLO

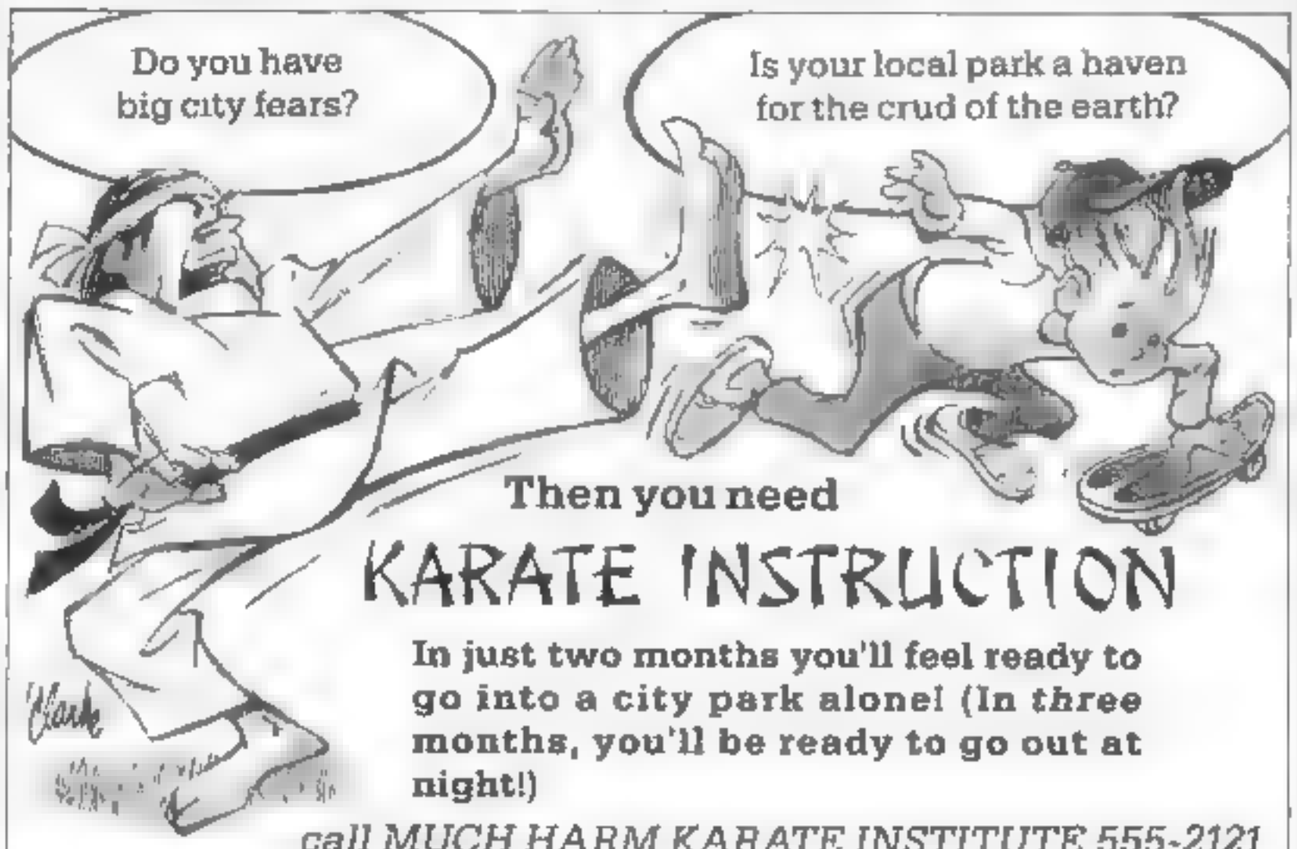
Vacations need not cost a bundle... Just visit your local

## PUBLIC PARK!



Jog, sit, bird watch, sunbathe, read... All for free!

A PUBLIC SERVICE MESSAGE FROM YOUR PARKS DEPARTMENT




**Then you need**

## KARATE INSTRUCTION

**In just two months you'll feel ready to go into a city park alone! (In *three* months, you'll be ready to go out at night!)**

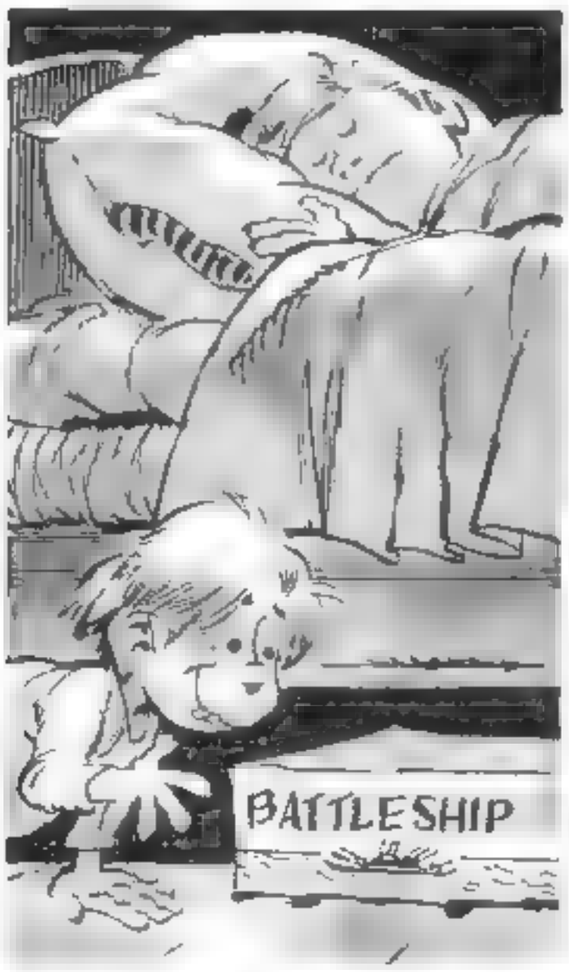
*call MUCH HARM KARATE INSTITUTE 555-2121*

WISE GUIDES DEPT.

*Remember the time you played Red Rover with your friends and you got ready to run and break through their locked arms? Remember your surprise when instead your so-called "friends" held*

# RULES FOR GAMES THE WA

## BATTLESHIP (for 2-year-olds)




1. Steal game from underneath your brother's bed.

2. Swallow all of the little plastic ships.

3. Go to the hospital to have your stomach pumped.

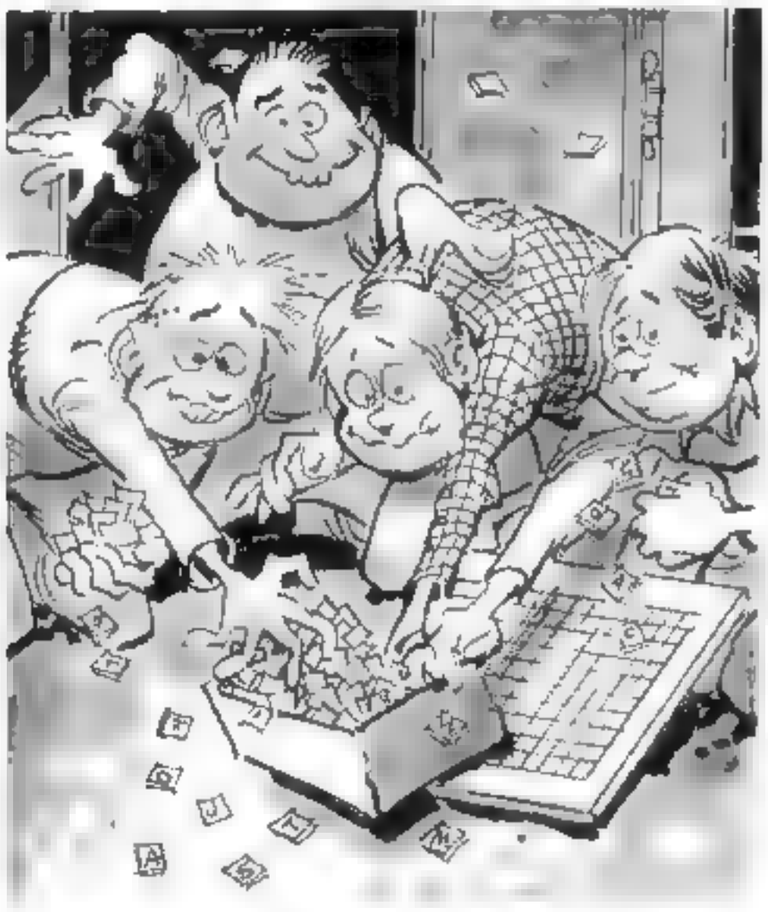
4. Add up points for each ship the doctor recovers from your stomach.

5. If you get 10 or more points, you win!

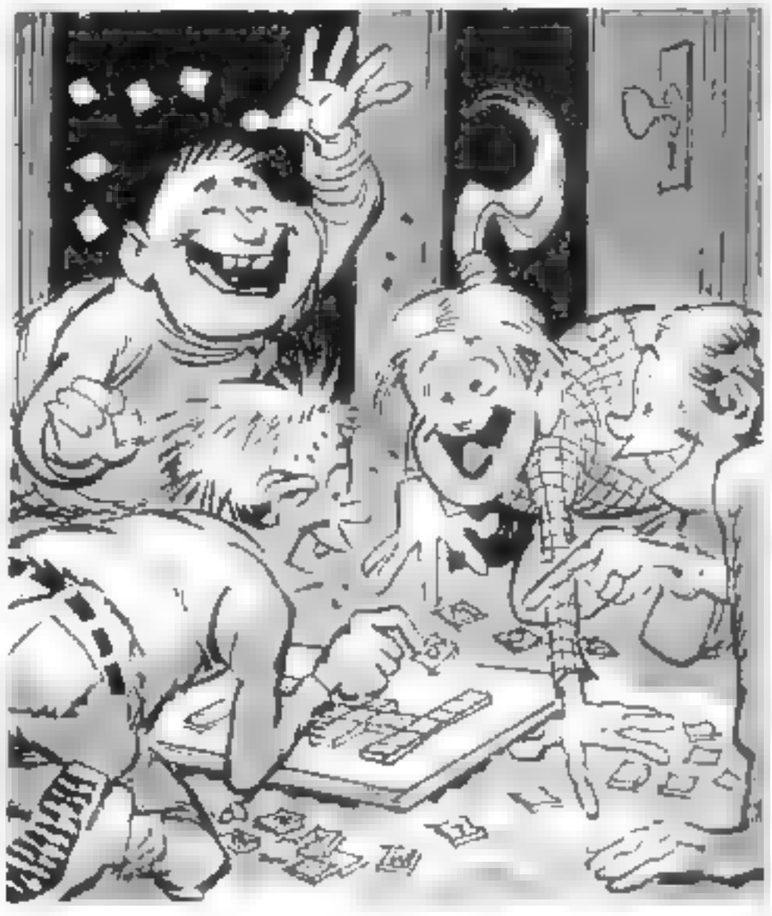
ARTIST: JACK DAVIS

## SCRABBLE (for 8 to 14-year-olds)

1. Make sure that all parents and adults are a safe distance away from the board.



2. Each player grabs a handful of letters.



3. All players take turns trying to spell the most obscene, profane and foul words they can think of.

4. Award extra points for dirty words with more than four letters and for medical terms.

*you down and ran off with your shorts? You fool! Games NEVER stick to regulation play! To prepare you for those unexpected developments (sorry, we can't retrieve your shorts), MAD presents...*

# AY THEY'RE REALLY PLAYED

## TRIVIAL PURSUIT (for 60-year-olds)

1. Play the game normally until a question comes up about MTV, Nintendo, or Madonna.

2. Stop the game and start talking about the good old days before there was any such thing as MTV, Nintendo or Madonna.

3. Eat a big bowl of fiber and go to bed early.

WRITER MICHAEL GOODWIN

## FOOTBALL (for 7 to 10-year-olds)

1. Begin playing in a friendly manner.

2. Continue until one team outscores the other by 50 points.

3. If you are the losing team, begin to play dirty.

4. When a fight breaks out, erase the score.

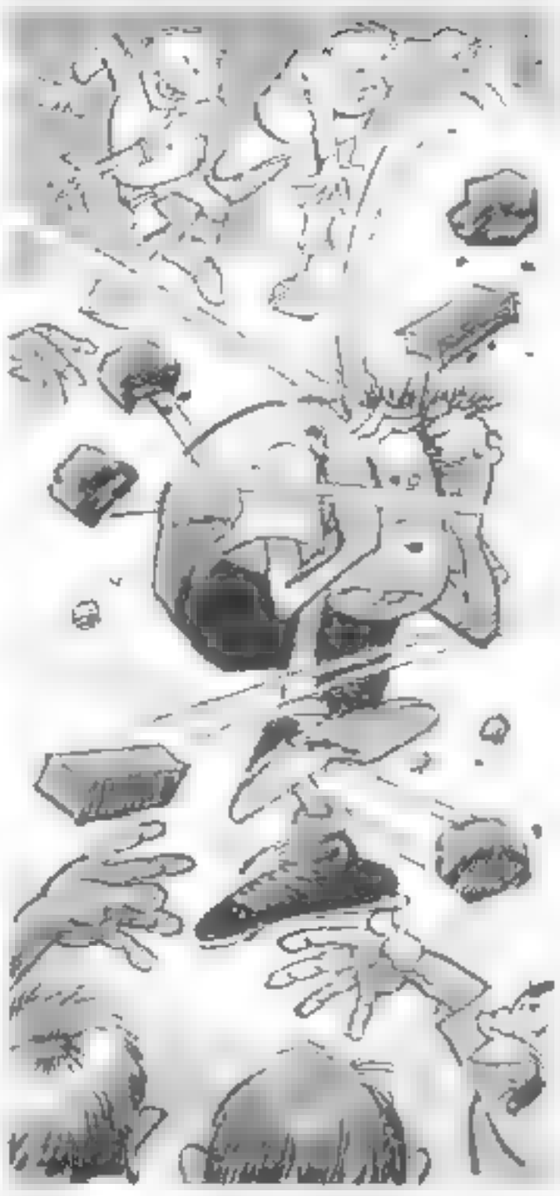
5. The team with the least amount of players to run home crying wins!

# DODGEBALL (for 8 to 13-year-olds)

1. Have all the popular kids form a circle around all the unpopular kids.

2. Peg all the girls first to get them out of the way.

3. Use the inflatable rubber ball until there is only one boy left in the middle.



4. If he is too fast to be hit with the ball, see if he can dodge sticks and rocks.

5. When the boy quits, or is knocked unconscious, everyone in the circle wins!

# HIDE AND SEEK (for 40-year-olds playing with 3-year-olds)

1. Explain the rules to your annoying, hyperactive 3-year-old nephew.

2. Tell him to go hide and not come out till you find him.

3. Go sit in your favorite easy chair and enjoy the silence.

4. Occasionally yell out, "I'm going to get you!" so the little brat stays hidden.

5. Continue using these rules until his mother finally comes to pick him up.

# PRINCE OF TIRADES

ARTIST: ANGELO TORRES WRITER: DICK DEBARTOLO

Yes, I **am** who you think I am, **Barbra Strident,** but no, I **don't sing** in this **movie!** A lot of you think **I don't act** in it, either, but frankly, I don't care what **you** think as long as the **director** thinks I'm **great** playing the part of the shrink, **Dr. Low-esteem!** Oh, by the way, **I'm** the **director** of the **film! Hah!**

Yes, I **am** who you think I am, **Nick Nutty!** In this tale of a Southern family, complete with **flashbacks,** we get to see how **screwed up parents** were able to **screw up their kids** so they could carry on the **family tradition** as **screwed up adults!** In other words, your typical sitcom! As **Timid,** I do more than my **usual** share of **ranting** and **raving!** From now on, call me

I'm **Liar Bingo,** the **mother!** I spend most of my time **protecting** my three kids from their mean, short-tempered, sadistic **father!** Now if only my poor **children** had **someone** to **protect** them from **me,** a **lying, conniving mother!**

I'm **Timid,** the **younger** son! Trying to grow up on this **secluded island** is **difficult!** Not only are my **parents** overbearing, but at **high tide** our **basement** is totally **underwater,** and **that's** where **I sleep!**

I'm **Bananas!** To escape the **harsh reality** of our terrible **family life, I write psychologically revealing poems!** Here's **one** I wrote today .
*To be, or not to be is my question,*
*I wish I had an answer!*
*I'm tired of doo-doo falling on me*
*From Donner and Blitzen and Prancer!*

I'm **Hurt-Ya Bingo,** the **father!** I'll tell you what the **real problem** is with this family—everyone **covers up** their true **feelings!** Except for **me! I always express** what **I feel!** I can't help it if the **only** thing I ever **feel** is **violent!**

I'm **Loco,** the **older** brother! We three kids have a **ritual** when the **emotional pain** gets to be too much—we **hold hands** and **jump** into the **water!** Sometimes the **lake,** sometimes the **swimming pool,** sometimes the **toilet bowl!** I know that sounds **gross,** but without **that training Timid** and **Bananas** wouldn't have been able to **survive** in **New York City!**

God, Timid, you **grew up fast!** In the **opening splash panel** you were just a **child!** Now you're **old enough** to **choose** between **good news** and **bad news!**

**Okay,** I'll **play** your rotten stinking **game, Liar!** First tell me the **bad news!**

Well, the **bad news** is I got a **call** from your **sister's shrink** in New York City! **Bananas** tried to **kill herself again!**

Not **again!** What's the **good news?**

She used **razor blades** this time and not the **oven!** So there's no humongus **gas bill** to **pay!**

I'm **Timid!** I'm here to **see** my **sister!**

So you **want** to **see** your **sister?**

**Why** do **shrinks answer** every **question** with **another question?**

Is **that** what you think **psychiatrists do?**

**See** what I **mean?**

Isn't **that** a **question?**

**Is it?** Am I **doing it now,** too?

Let's **forget** your **sister**—you need **more help** than **she does!** I'm putting you down for **3 sessions** a **week!**

Were **you** and your **sister close?**

Yes, **very close! Veronica** and I

**Veronica?** That's **not** your **sister's name!**

**Okay,** so we **weren't** that **close!**

Hmmm, **you're** in **worse shape** than I thought! I'm going to re-schedule you for **5 days** a **week!**

ERASMUS HALL

Listen, I don't **need** any **help!** I'll get along fine by **myself!** I don't need **people** like **you** in **my life!**

*People people who need people are the luckiest people in the world*

All you do is **bug me** about the **past!** What good are **memories?**

*Memories light the corners of my mind*

I liked it **better** when you **answered** a **question** with **another question** instead of one of your stupid **old song hits!**

Your mother said it was **she** that **encouraged Bananas** to **become** a **poet!**

She said **that?** What a **laugh! Liar** was so **mean** she used to **burn Bananas' notebooks!** And **that's not** the **mean part!** She used to **burn them while Bananas** was **still writing** in **them!**

I HAVE AN APPOINTMENT

You've **got** to be **kidding!** That's **mean** to the **third power!**

**Wait! Really mean** is **yet** to **come!** She told us that **babies die** if we **don't** keep our **rooms clean!**

That's **awful!**

And she told us **war started** in the **Far East** because **once** the 3 of us **played hooky** from **school!**

That's **horrible!**

And that **Richard Nixon** was **elected** because we

I **get** the **picture! I get** the **picture!**

WAR IN ASIA

**Sullen, I know** you're **having** an **affair!**

**How** do you **know that?**

Oh, there were **little signs**...another brand of **cigarette butts** in the **ashtray,** another brand of **beer** in the **fridge,** and another brand of **guy** in **our bed!**

NO [illegible] CRABBING KVETCHING

There's the **man** I saw at your **office, Herbert Woodenstiff,** the **famous violinist!**

He's not **my patient! He's my husband!**

**Wow!** What's it like living with a **celebrity?**

**He** takes it **very well!** But I make it **easier** for **him** by not **shoving** my **superiority** in his **face** and **keeping my ego** in **check!**

How much would you **charge** to **teach my son** to play **football?** For the record, I **charge** my **patients $150** an **hour!**

charge **$15** for **two hours,** so it comes out **exactly even!**

Hmm, I'm **glad** you're going to be **teaching** him **football** and not **math!**

Okay, **Heartburn,** you've earned how to **pass, catch,** and **tackle** very **well!** But you've **still** got a **lot** to **learn!**

**Yeah?** Like **what, Roach?**

Like **football,** dummy Right **now** we're **playing tennis!**

Sullen, what are **you** doing in this **flashback?**

This **isn't** a **flashback, jerk!** You're **back home** in the **present!**

Oh, **that** explains who that **creep** in the **shower is!** It's the **guy** you're having an **affair with!**

**Right!** Isn't he **cute?** Listen, why don t **you** go back to **New York City** and ask your **sex-starved shrink** to have an **affair** with **you?**

I'm **afraid** of **her answer!** It ll e ther be **another question** or another one of **her old hit songs!**

**Low-esteem,** you really **impressed me** when you rattled off al that **French** to the **waiter!** There's only **one thing** that turns me on **more** than **hearing a woman order food** in French!

**Really,** Timid? I'm **dying** to **hear** what **that** is!

**Hearing** a **woman** order in French in a **French restaurant!** This is a **Chinese** restaurant· **God knows** what kind of **mess** they'll **bring us!**

**Why** are **you** and **I** always **fighting,** Low-esteem?

Because you're **frustrating** me by **holding back** important **facts!** Your family is **hiding** some deep, dark **secret!**

Is that any **reason** to **throw a book** at me? You almost **broke** my **nose!** I don't want to walk around with a **big, ugly nose** for the rest of my **life!**

**Thanks a lot!** If you **promise** to **stop talking** about **big, ugly noses,** I'll **promise** to **stop singing** my **old hits!**

So **this** is where my **son** spends all his **time!** He hasn't **picked up** the **violin** since he **met you,** you **dumb jock!**

You re **wrong** about not **picking up** his **violin! What** do you think he's using for **shoulder pads?**

He's using it to **play football?** Are you **mad?** That **violin** is an **original Stradivarius!** It's **worth** a **million dollars!**

Only a **million?** What do you think a **football player** is going for on today's **market! Oops! Hold it a second!** I think I feel **another flashback** coming on.

Actually, it's a **flash forward! Low-esteem** and I are having a **party** and we'd like you to **join us** for **drinks** and **humiliation!**

Tell me, **Timid,** what does **your wife** think about the **affair** you're having with **my wife?**

**No big deal! My wife** is **having** an **affair** with **someone's husband!**

And **you,** my dear, loving **husband,** are **having** an **affair** with **your piano player!**

**Gee,** I can't **wait** until I'm **old enough** to get **married** so I can **finally have** an **affair** with **someone!**

You found **home movies** of your **family** when you were all **younger?**

**I had to!** The **flashback schtick** was starting to **wear** a little **thin!**

LOONEY TUNES

THE BINGO FAMILY MOVIES

That's **Loco** and his **pet tiger!** That **tiger** was the **only thing** that ever **really** made **Loco happy!**

Was it because it showed him that even though no one **cared** for **him,** he could still **care** for another **living being?**

**No,** it's because **Loco fed our father** to the **tiger!** And **that** made **Loco very happy!**

Timid, **what** do you **make** of this **poem** that **Bananas** sent me...
*Ask my brother about the "prison escape"*
*Not to mention "sodomy and rape"*
*That's the key to all our plight*
*Merry Christmas to all,*
*and to all a good night!*

I guess **now** I'll have to **tell you** my dark **secret!** An **escaped prisoner** broke into my home and **made love** to **me!**

That must have been **humiliating!** I mean, **no flowers, no dinner,** not even a **movie?** I can **relate** to **that!** I've had **lousy dates** like **that** in my time!

Low-esteem, who **trained** you in the **subject** of **Sensitivity** in **Therapy, Saddam Hussein?**

Guess **what,** Timid! You're **finished** with your **therapy!**

**Really?** Tell me, Low-esteem, **how** does a **psychiatrist** know when someone's **finished** with **therapy?**

When a person **can't afford** to continue **paying** my outrageously **high rates, they're finished!**

Well **Bananas,** you're finally **out** of the **mental hospital!**

Yeah, and on **skid row!** It's all **Low-esteem's fault!** Now that all the **great stuff** in my **subconscious** has come to the **surface, I can't write poetry anymore!**

How about **me?** Now that I've **aired** my darkest **secret,** I feel **compelled** to **go back home** to my **dull wife** and **bratty kids!**

**Let's face it!** That **rotten shrink** did even **more damage** to **us** than our **nutty parents!**

READY, SIT, GO! DEPT.

*Okay, so you've finally realized that you'll never have the speed of Carl Lewis, the fetching grin of l'il Mary Lou Retton, or the thighs of Katarina Witt. Well buck up and put that gun down; if the only mark you've ever made on the world is a dent in the cushions of your sectional sofa, then you're a potential gold medal winner in ...*

# The Couch Potato Olympics

ARTIST AND WRITER PAUL PETER PORGES

## Freestyle Figure Loafing

## The TV-Bathroom-Fridge Triathlon

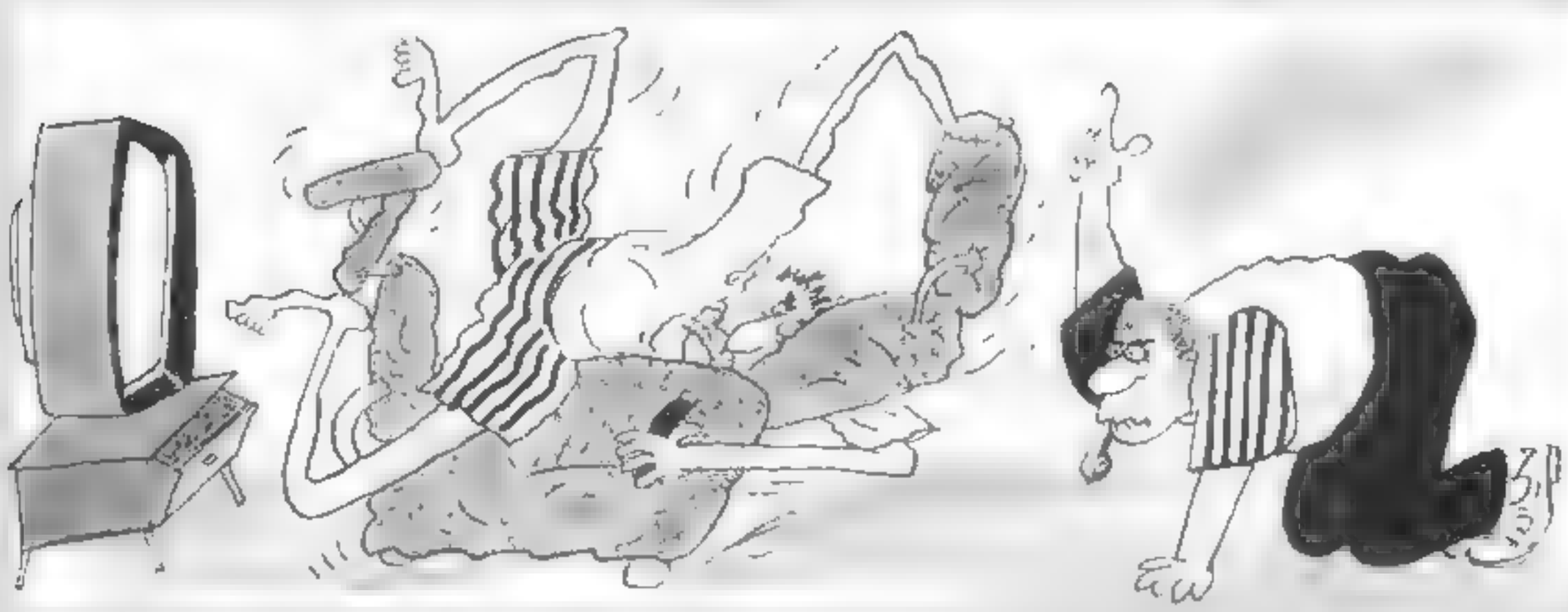
## The 12-oz. Can Six-Pack Toss

**Mixed Doubles**
**Nacho-Pretzel-Chip Relays**

**Popcorn Basketball**

**Marathon Channel Clicking**

**Lounge Chair Wrestling (Middleweight Division)**



FRANK ON A ROLL DEPT.

*Political Correctness is the order of the day,*
*So be very, very careful with the words you write and say;*
*The PC spies are watching, and they've got a lot of clout,*
*And should you make the slightest goof, they'll surely find you out;*

# HOW T
# POLITIC'LL

ARTIST: PAUL COKER

Don't call that schlub "a fatty," for it?

He's now "physic'lly expansive" or "nutrition'lly

That clod repeating seventh grade?

"Scholastic'lly persistent" is the phrase to use in

Don't talk of "dwarfs" or "midgets" b

Today they're known as "persons of a nonexces

You'll find you're not offending any group or rac

As long as what you're saying is Politic'lly Corre

Our nation has no "Indians" in case

"Indigenous Americans" is now the term prefer

Don't call that drifter "homeless" tha

He's "a worker in transition" or "an urban pione

Don't call that guy in women's clothes a weirdo

He's "a fashion nonconformist with a life-style t

No lack of sensitivity will anyone detect

As long as ev'ry comment is Politic'lly Correct.

To psychopathic killers nicer labels

They're "gentlemen who specialize in terminati

Don't call that creep a "rapist"

he

He's "a sexual crusader" who's "assertively inclin

As for all those scuzzy pushers ho

They're now "inner-city merchants with a prod

So make certain that you're careful with the wo

And we guarantee you'll always be Politic'lly Co

*They'll brand you as a bigot and attack you in the press;*
*They'll scream that you're "insensitive" and make your life a mess;*
*Mad hopes these verses help you with the words that you select*
*So that you're learning...*

# TO BE
# Y CORRECT

WRITER: FRANK JACOBS

's simply not allowed;

endowed;"

He's not a knucklehead;

stead;

oth are terms you should revise;

ssive size;"

ce or sect

ect.

you haven't heard,

rred;

at's the no-no of the year;

er."

or a freak;

hat's unique."

we're now giving;

ng living;"

might think you were unkind;

ned;"

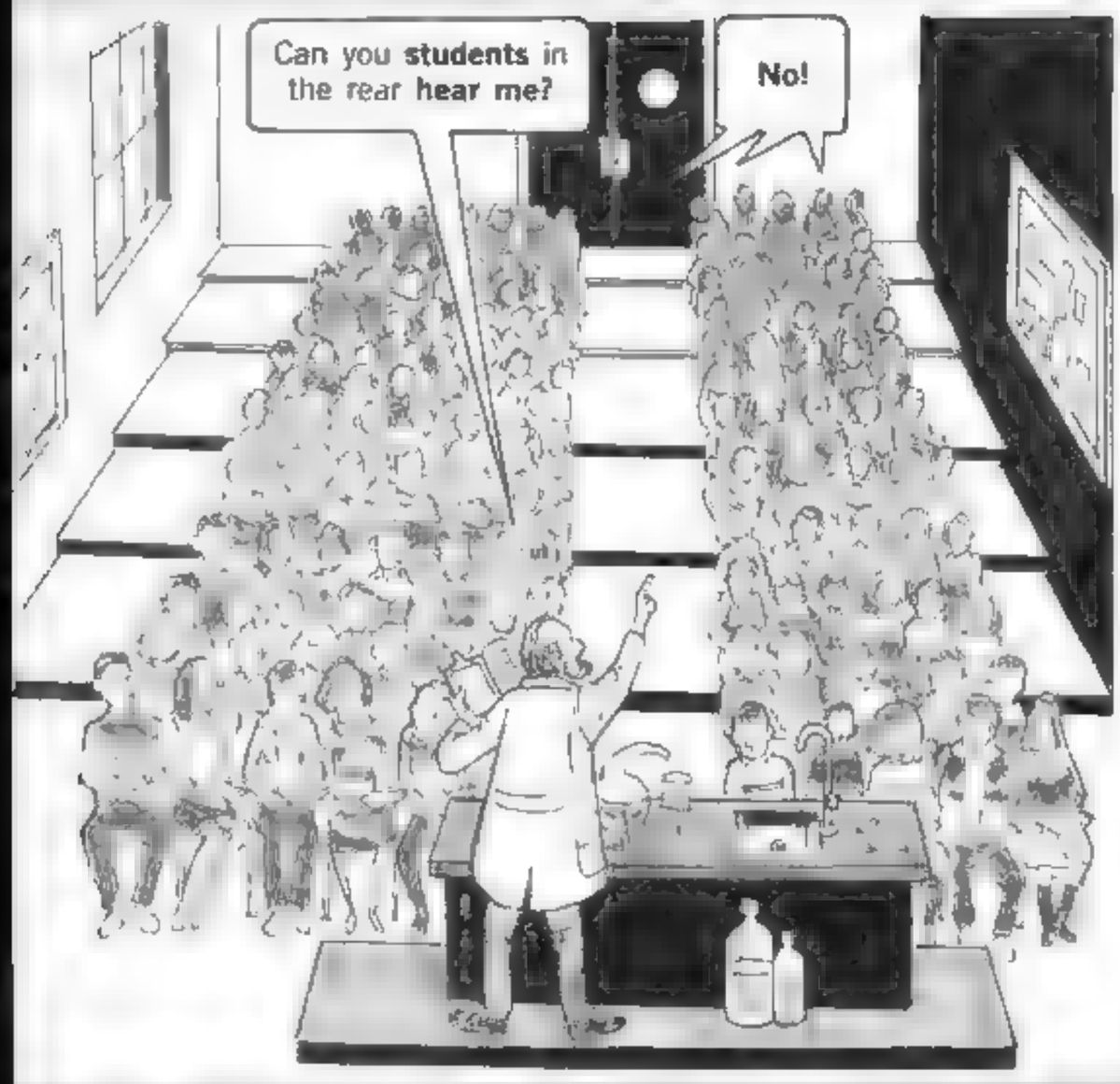
ooking kids throughout the land,

uct in demand;"

rds that you select

orrect.

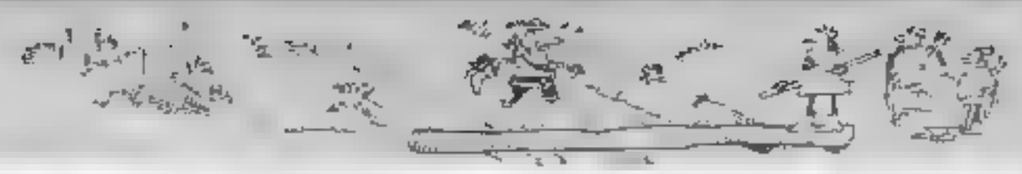
## LECTURES



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## TEENAGERS



Look at the **full moon** glowing through our **rapidly dissolving ozone layer** and forming the **deadly greenhouse effect**...
Look at the **trees,** still **damp** with the gentle mist of **acid rain**...
Oh, Joe, you're such an **incurable romantic!**

# R SIDE OF...

ARTIST & WRITER
DAVE BERG

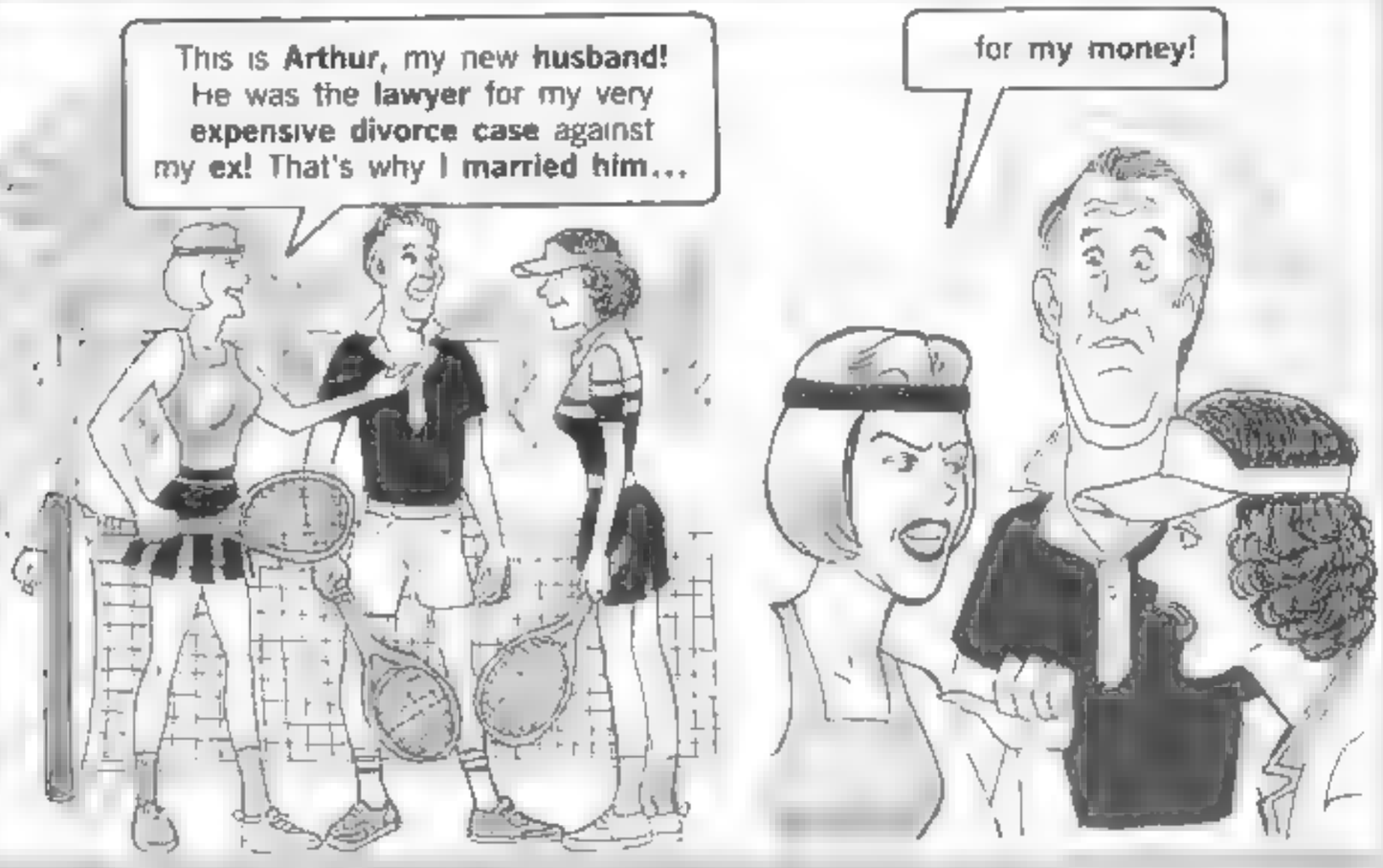
## MODERN ATHLETES

Look at the way those **players** hang onto **every word** their **coach** is saying!
He's **not** the **coach!**
He's their **investment counselor!**

## IMAGE

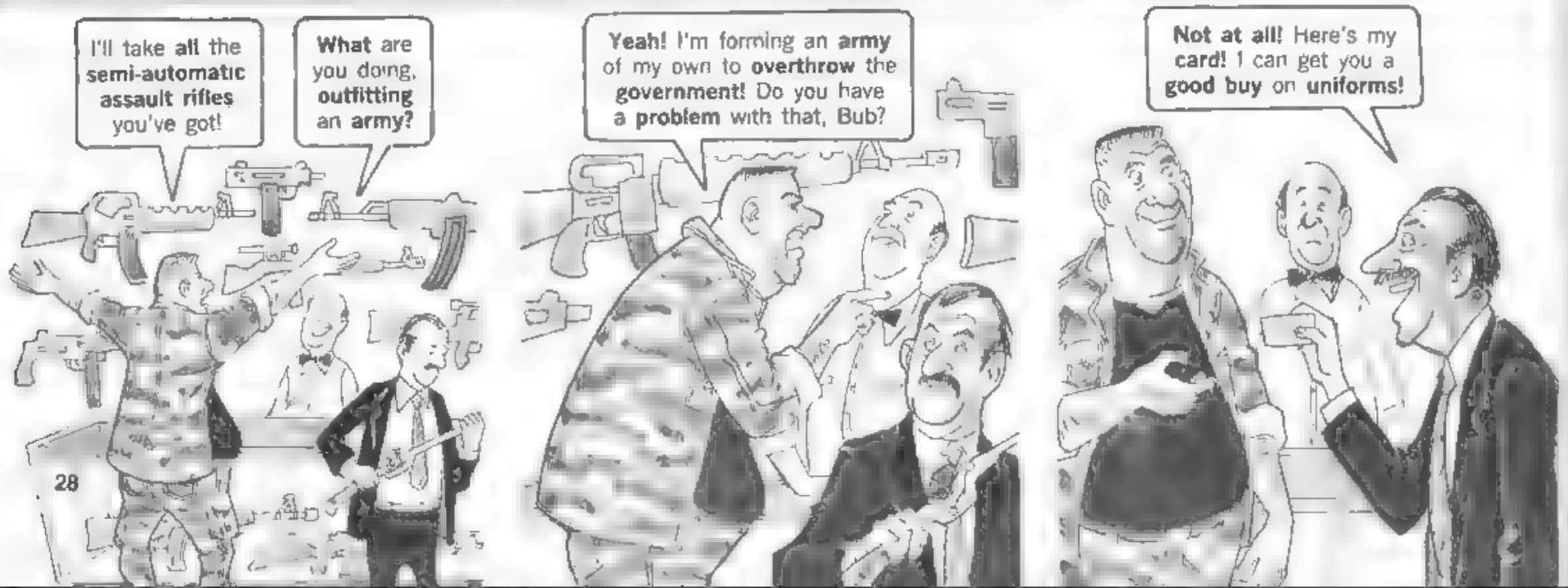
Wow! That singer is gorgeous!
It's all fake! A friend of mine knows her and told me she had a face lift, breast implant, all her teeth capped, a tummy tuck, and she wears a wig!
And now I'd like to sing the song that means so much to me, "I Gotta Be Me"!

## DIVORCE


This is Arthur, my new husband! He was the lawyer for my very expensive divorce case against my ex! That's why I married him...
for my money!

## RATIONALIZATION

## CONCERN

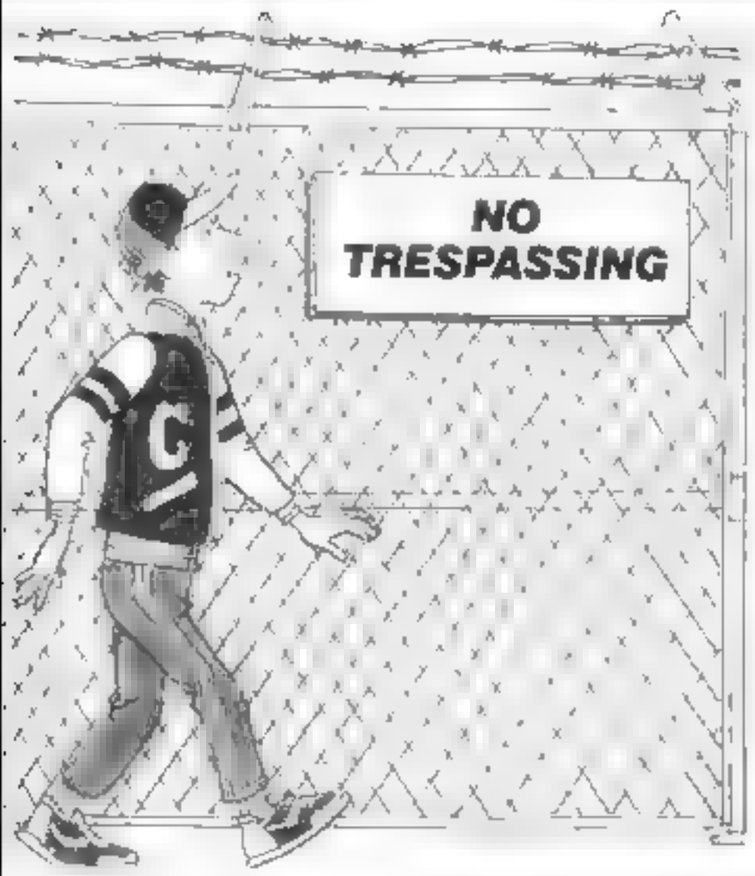

I'll take all the semi-automatic assault rifles you've got!
What are you doing, outfitting an army?
Yeah! I'm forming an army of my own to overthrow the government! Do you have a problem with that, Bub?
Not at all! Here's my card! I can get you a good buy on uniforms!

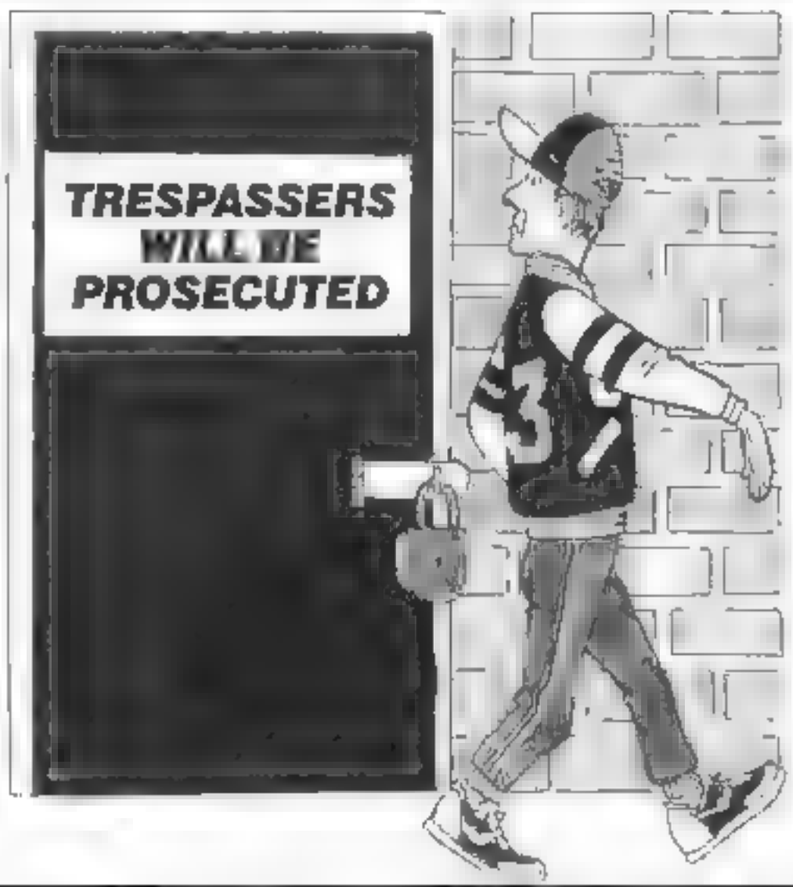
## COPS

## THE ECONOMY

Boy, we're really **hurting** in **my industry!** How are things in the **printing field?**
**Booming!** Just today, my plant picked up a **big, new account!**

## SIGNS

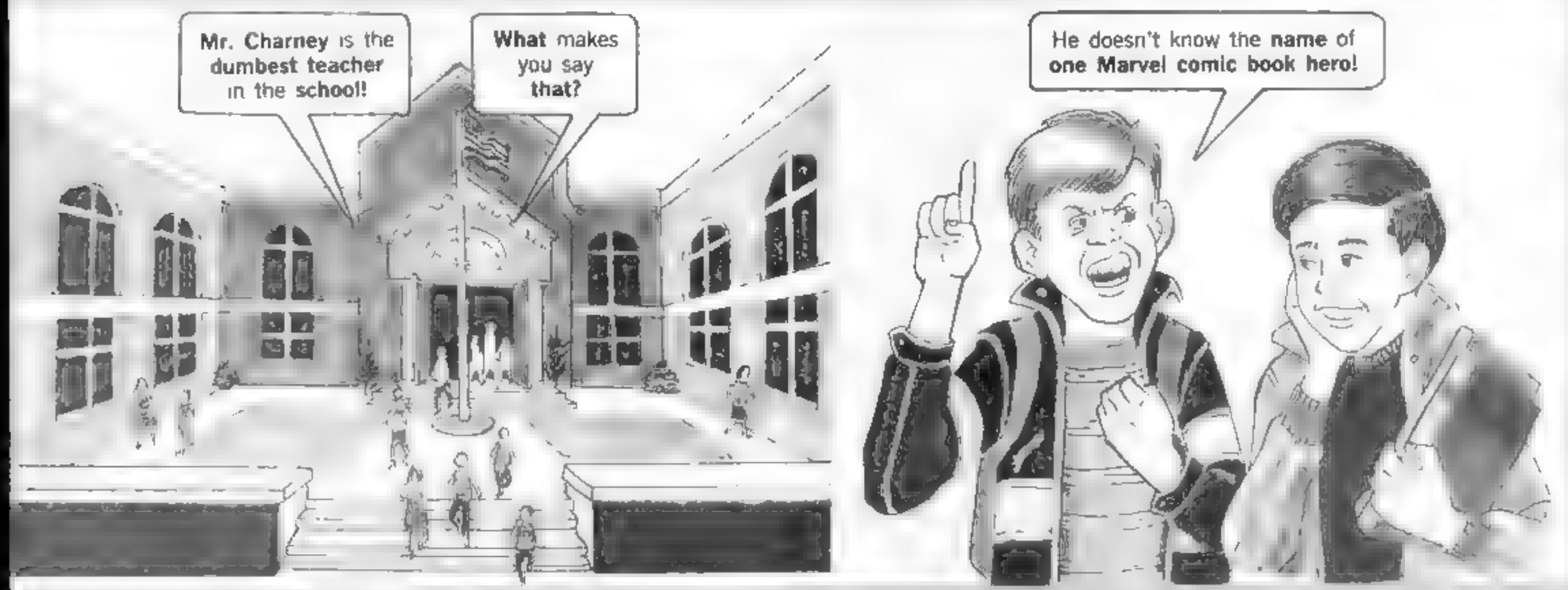


## THE OFFICE

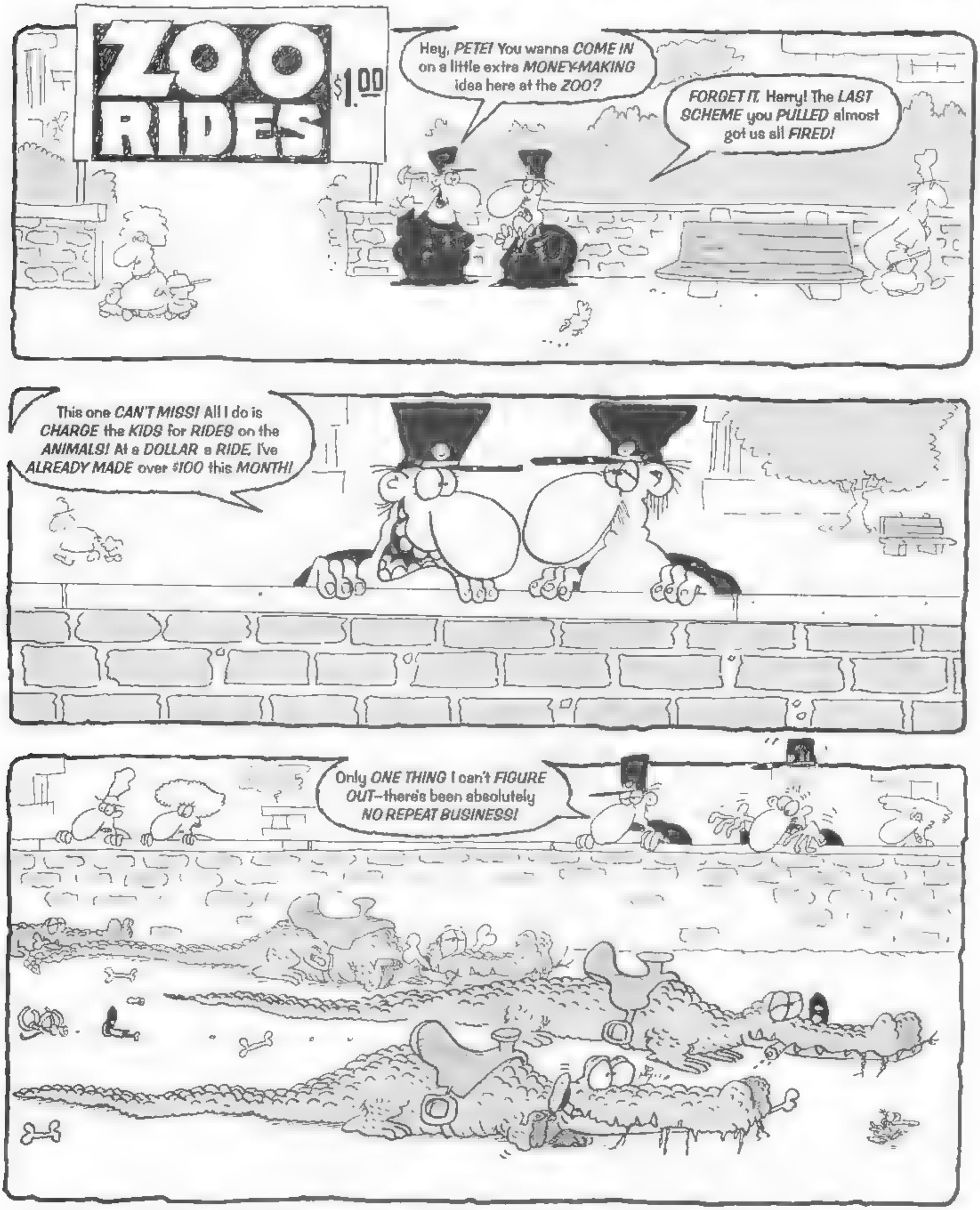
I'm sorry, Elena, but I can't stay on the phone any longer! Because the little hand is on the three...
...and the big hand is on my shoulder!

## RESPECT


Mr. Charney is the dumbest teacher in the school!
What makes you say that?
He doesn't know the name of one Marvel comic book hero!

## DOCTORS

# THE MISGUIDED MENAGERIE MONEYMAKER


ZOO RIDES
$1.00
Hey, PETE! You wanna COME IN on a little extra MONEY-MAKING idea here at the ZOO?
FORGET IT, Harry! The LAST SCHEME you PULLED almost got us all FIRED!
This one CAN'T MISS! All I do is CHARGE the KIDS for RIDES on the ANIMALS! At a DOLLAR a RIDE, I've ALREADY MADE over $100 this MONTH!
Only ONE THING I can't FIGURE OUT—there's been absolutely NO REPEAT BUSINESS!

ARTIST AND WRITER: DUCK EDWING

SPY vs SPY
Champagne
BA
POP
Champagne
BOOM!

As you all know by now, living in America in the last decade of the 20th Century means being constantly jerked around, misled and lied to by everyone from politicians to phone solicitors, show-biz celebrities to ad agencies, even people you live and work with! Sometimes the lies and deceptions we're barraged with are clever! But most of the time, they're so clumsy, awkward and easy-to-see-through, we really have to just sit back and wonder...

# IS

...the Oil Industry's explanation of why it takes gas prices weeks to come down but only seconds to go up?!

...tardy employees with "car trouble" the morning after a Monday Night Football game that went into overtime?!

# ANYONE

ARTIST: JOHN POUND

WRITER: MIKE SNIDER

...Hollywood has-beens who haven't been seen in years telling *Entertainment Tonight* that they're "weighing offers"?!

...the "Great for Christmas" sticker slapped on otherwise useless and crummy products during the holiday season?!

# FOOLED BY...

...those staged press conference "feuds" before every Heavyweight Championship fight?!

...car salesmen who say "You're really taking advantage of me"?!

# IS ANYONE FO

...Congressional "Ethics Committees"?!

...those carefully-orchestrated Dan Quayle appearances that try to give the impression that he's not a moron?!

# IS ANYONE

...a TV announcer saying "More to come after these brief messages"—28 minutes into a half hour show?!

...landlords who say they're "not like other landlords" when it comes to refunding your Security Deposit?!

...a new TV Talk Show that promises not to be another *Tonight Show* clone?!

...the annual I.R.S. pronouncement that the new tax forms have been "simplified"?!

# FOOLED BY...

...the four losers in every Academy Award category who say they're "thrilled just to have been nominated"?!

..."personalized" junk mail?!

# FOOLED BY...

... McDonalds' latest claim that taking 2% of the fat out of their burgers makes them "health food"?!

..."Get-rich-quick" gurus who peddle their "secrets" instead of using these secrets to get richer themselves?!

PILLOWS OF SOCIETY DEPT.

Driver's side airbags are hot news in Detroit, as all the major automobile manufacturers scramble to build them into their latest car models. Experts predict that every car in the US. will be

# AIRBAG SAFETY DEVICE

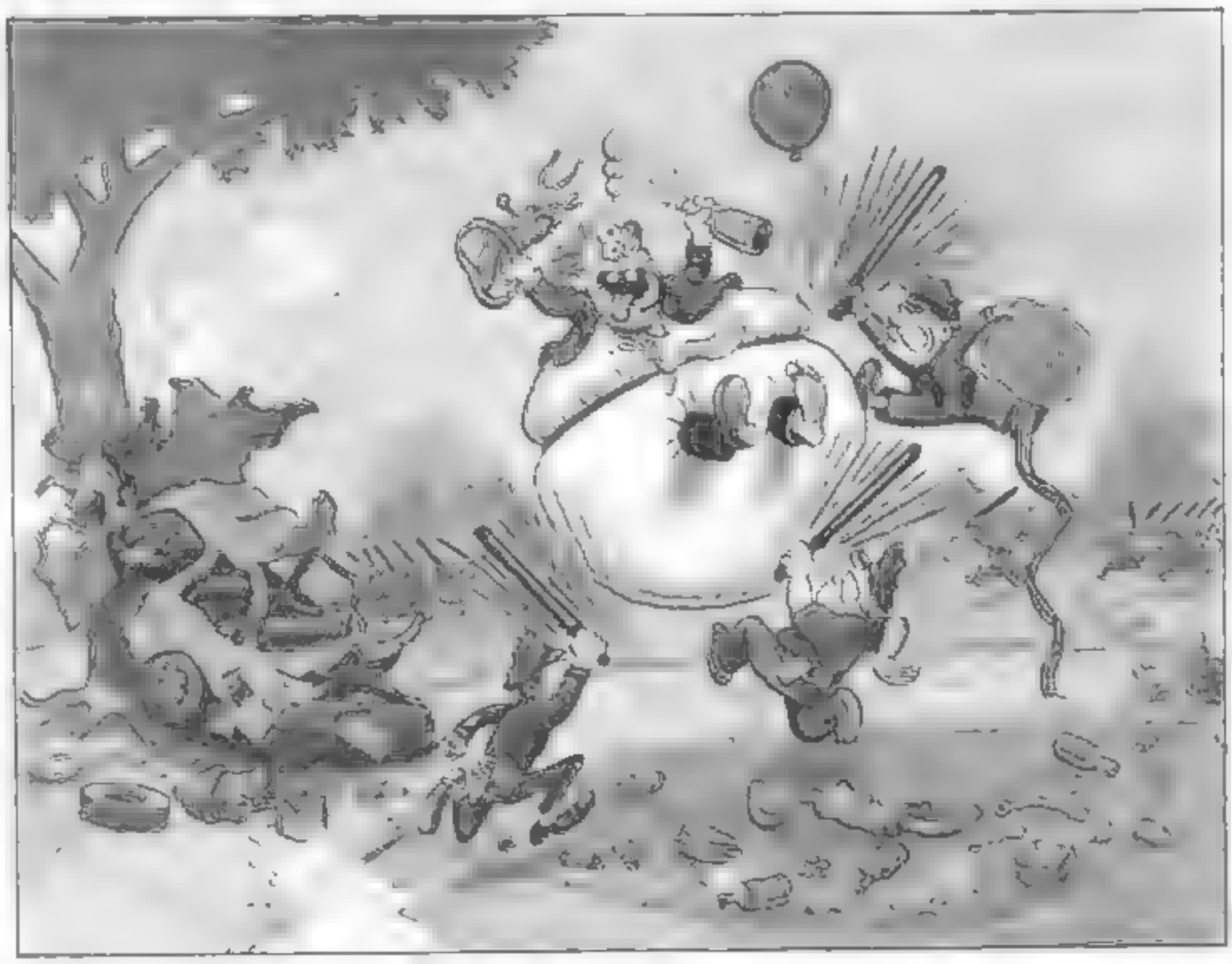
ARTIST: TOM BUNK

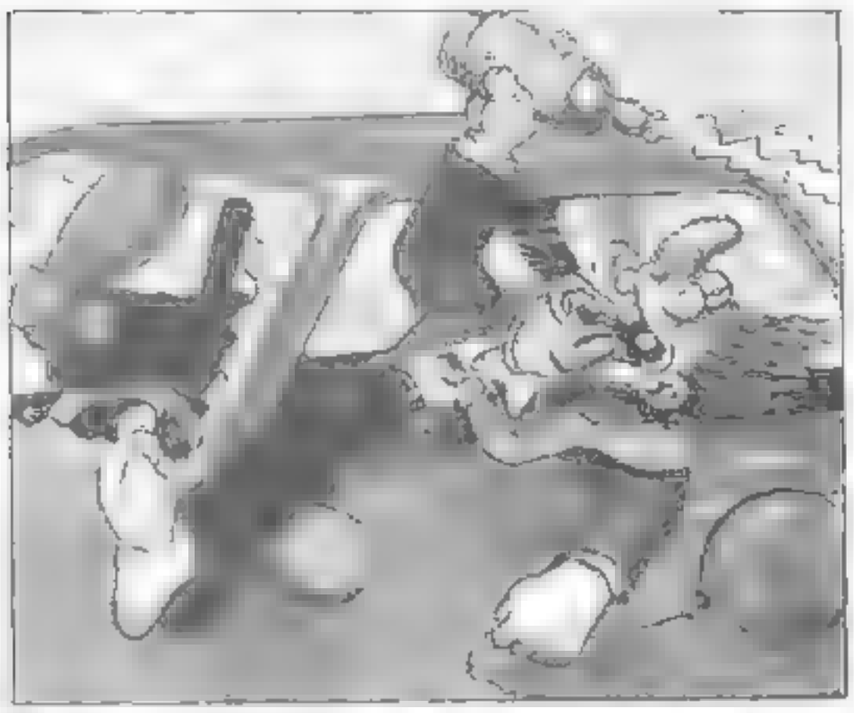
## SNOOZE-O-MATIC COLLEGIATE LECTUREBAG

**College students, avoid head injury during boring lectures! The pillow-soft COLLEGIATE LECTUREBAG prevents snooze-induced collisions between your head and the desk. Handy notebook-sized device saves tuition-burdened parents thousands of dollars in maxillofacial surgery bills for their sons and daughters. Terrific for high school students, too!**

## POLICE BRUTALITY SUITBAG

**Got a face the cops don't like? This high-tech suit is covered from head to toe with nervous-energy sensors that trigger a layer of mini-airbags at the slightest provocation from peace officers with a bad attitude. You'll be able to drive around even the most affluent of neighborhoods without fear of being pulled over! It's great looking and night-stick tested for optimum protection!**





equipped with airbags in a few years. So why stop there? If airbags are that great, why limit their use to colliding deathmobiles? Why not market them where they can do some real good! As in MAD's...

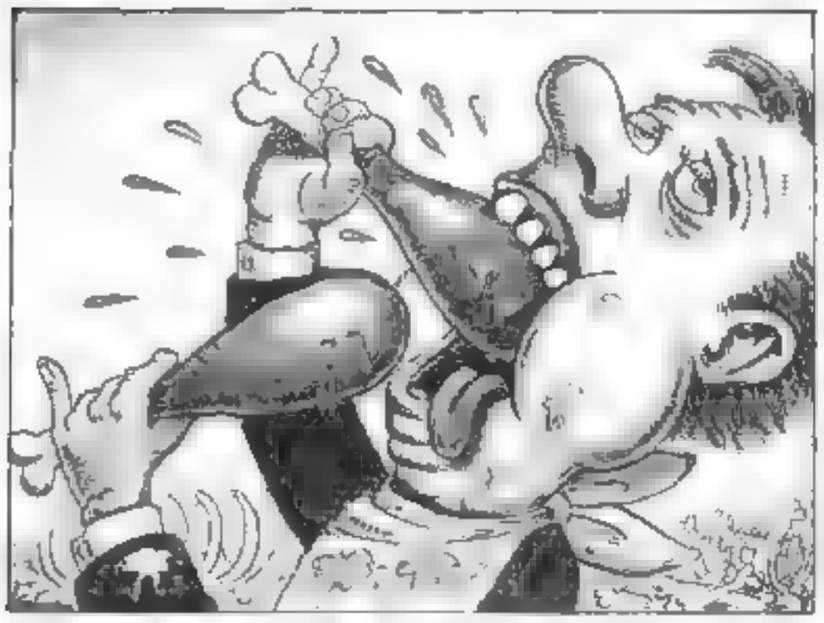
# S FOR EVERYDAY LIVING

WRITER: MATTHEW T. SMITH

## BASEBALL FANBAG

**Box seat baseball fans can now heckle muscle-bound ballplayers without fear of reprisal—thanks to the BASEBALL FANBAG! Vest-mounted assembly automatically deflects balls, bats, even wild punches thrown by enraged prima donnas! Riot-proven design worn for years by European soccer fans—available for the first time in the US! Team colors could be available.**

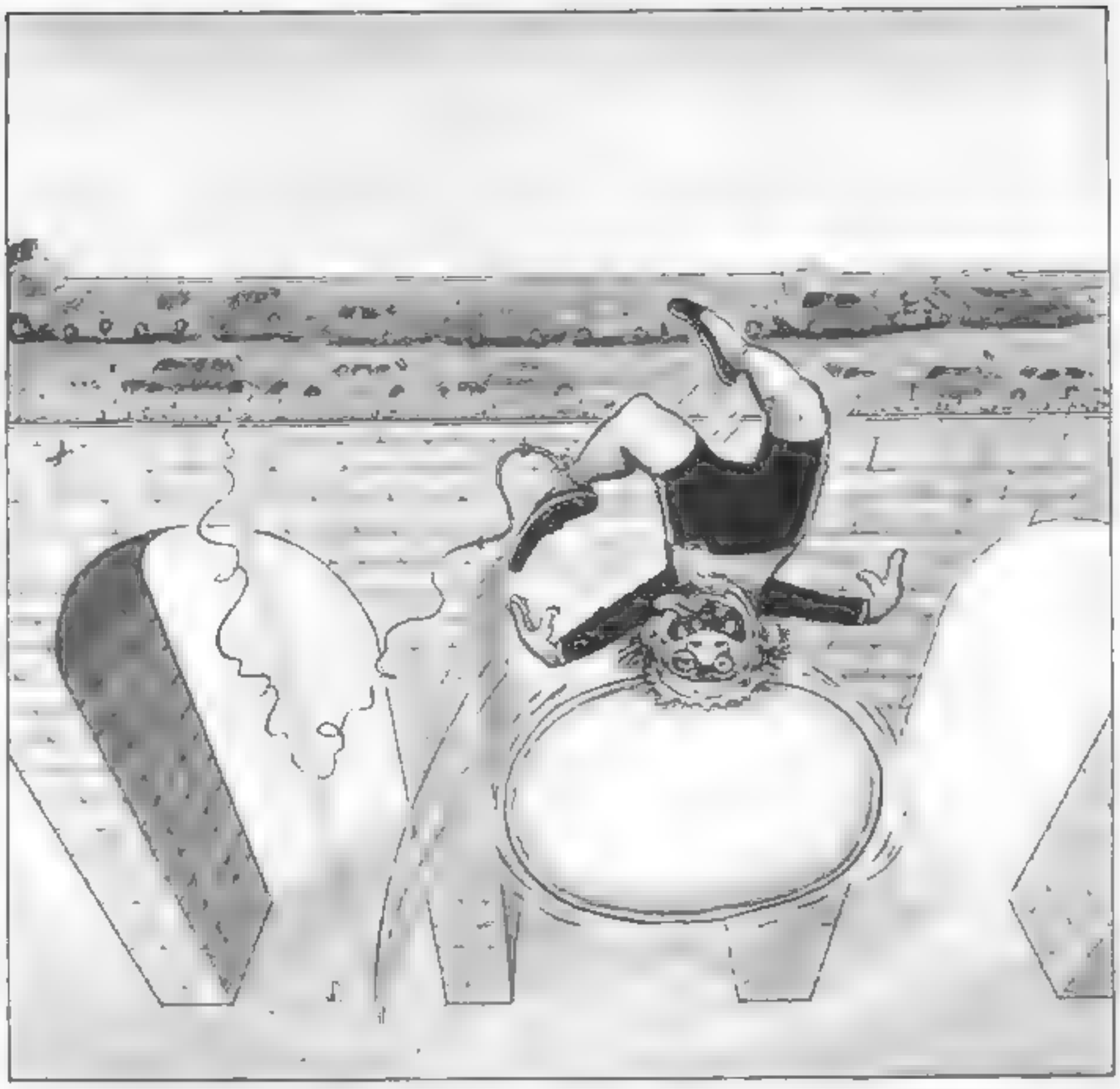
## DIETMASTER WAISTBAG



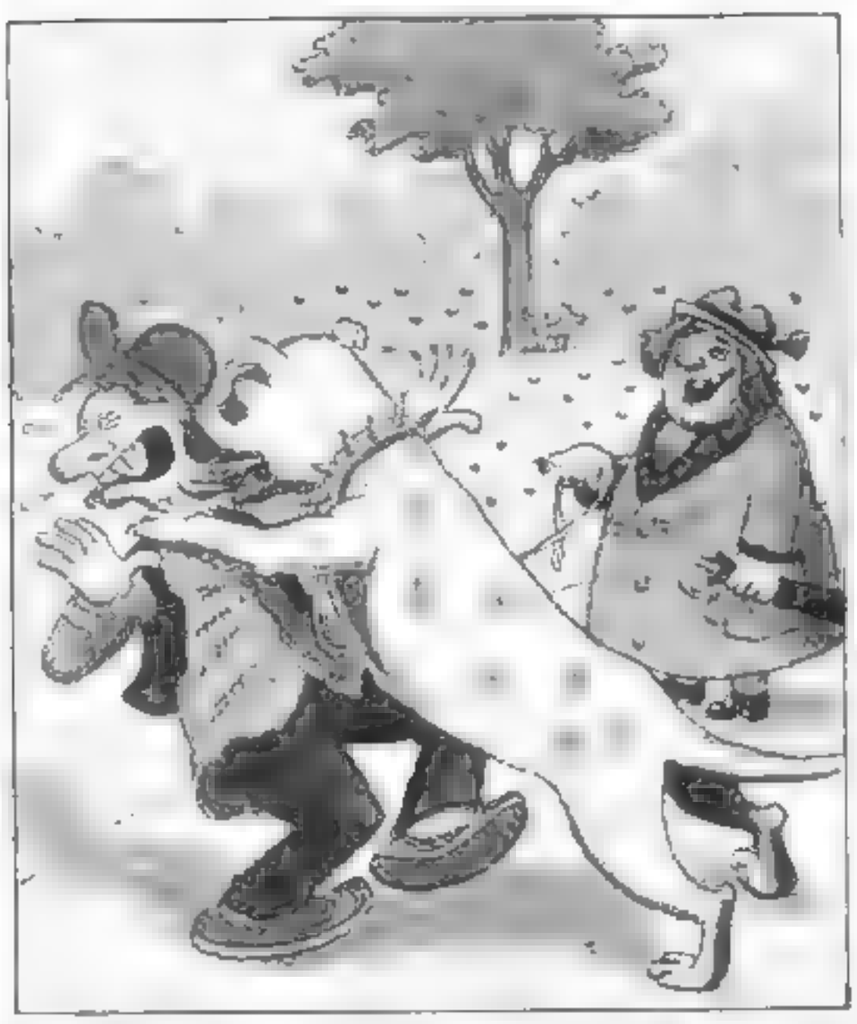
**Are you overweight? Do you often skeletonize a Butterball turkey in one sitting? Electronic probes in the DIETMASTER belt track your meal-time calorie intake, detonating the WAISTBAG mechanism if you exceed your pre-programmed limit. Before that next diet-busting bite reaches your mouth, WHAM!—you're propelled away from the table; plus the inflated airbag gives you a sobering preview of what your waistline might very well look like otherwise!**

# BUNGEEBAG HELMET

**Frayed or incorrectly measured bungee cords can turn a leap of faith into a dive of death. That's why bungee jumpers the world over need the BUNGEEBAG! BUNGEEBAG's solid state altimeter triggers its self-contained airbag within seconds of impact with the ground, giving unsurpassed head and neck protection. It's also great for victims of airline crashes!**

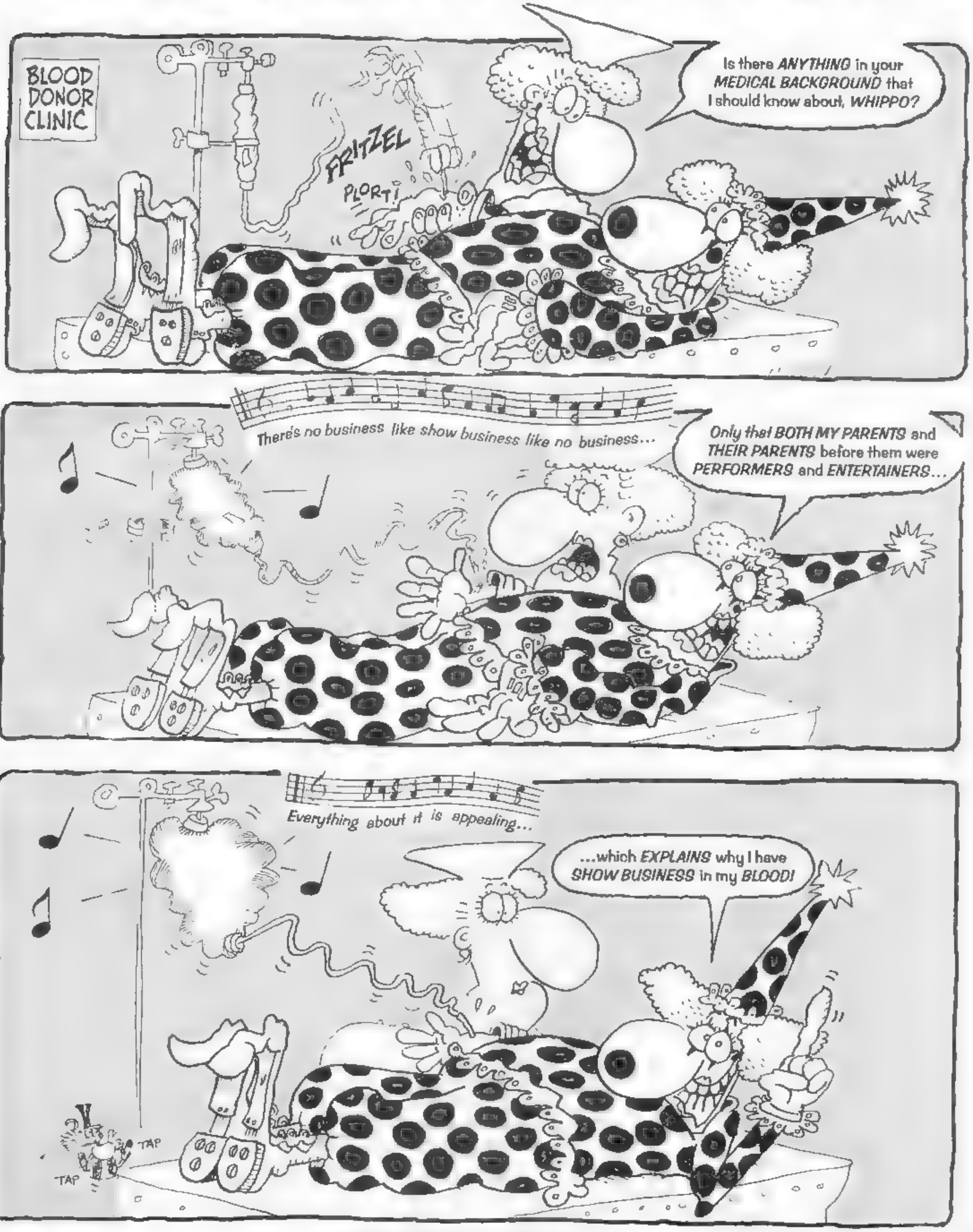


# HORNY-POOCH LEGBAG SET



**Avoid embarrassment and ruined trousers! Worn over both knees, the HORNY-POOCH LEGBAG SET triggers on first contact with overly amorous "Oh, he's just being friendly..." male dogs. And the scare Fido gets in the process might make him think twice next time he's feeling hot and nasty! Non-toxic liner is hypo-allergenic, and it's washable, too!**

# THE JERKY JESTER'S JUSTIFICATION


BLOOD DONOR CLINIC
FRITZEL
PLORT!
Is there ANYTHING in your MEDICAL BACKGROUND that I should know about, WHIPPO?
There's no business like show business like no business...
Only that BOTH MY PARENTS and THEIR PARENTS before them were PERFORMERS and ENTERTAINERS...
Everything about it is appealing...
...which EXPLAINS why I have SHOW BUSINESS in my BLOOD!
TAP
TAP

ARTIST AND WRITER DUCK EDWING

EVER, EVER BLAND DEPT.

**Put three of Hollywood's biggest stars in a movie based on a beloved classic and directed by one of the world's top directors and what do you get? Disappointed, that's what! This film is so cutesy it makes audiences barf in their popcorn cartons! In other words, it failed to...**

# Hook

Why is he **wearing** that **silly wig?**

He wanted to give it a **period feeling** and look like **King Charles!**

That's **interesting!** In trying to look like an **old king,** he succeeded in **looking like** an **old queen!**

**Bob Hoskins** is such a **good actor,** don't you think he was **embarrassed** to **appear** in such a **goofy film** as **this!**

**Yeah!** Compared to **this** drivel, **"Roger Rabbit"** was much more **realistic** and **believable!**

**Why** on earth did **Dustin Hoffman** ever **agree** to **play Captain Shnook?**

It's an **opportunity** for **him** to do **something** he has **never done before!**

**Really?** And **what's that?**

Give an unbe lievably **horrible performance!**

So tell me how do you like **Never Never Land?**

**Never Never Land?** I thought **this** was The **Pirates** of the **Caribbean!**

# 'em

Start a **hostile takeover** for **General Motors**, then we throw **thousands** of their **workers** out and **sell** the **assets** of the business for an **immense profit!**

**Listen** to him! It seems that **Peter** has **forgotten how** to be a **child!**

**Worse!** He's **forgotten** how to be a **human being!**

WHIRRR

**Damn**, but this **movie** sure **runs on** and **on** and **on!**

If it ran any **longer**, "The **Lost Boys**" would have to start **shaving!**

This film has **real magic!**

**I'll say!** It can **change a theater** into a **sleep away camp** in **two** and a **quarter hours!**

We're going out to a **party** to **honor Grandma Windy!**

**What** s she being **honored for?**

**Grandma Windy** set a new **Guinness record** for **most wrinkles** displayed by a **supporting actor,** sur passing the **previous mark** held by **Jabba the Hutt!**

TOPPERS BOOK

ARTIST: SAM VIVIANO WRITER: STAN HART

Oh, my God! **What happened** here?

**This** kind of **devastation** could have been caused by only **one** of **two** people —either **Captain Shnook** or **Macaulay Culkin!**

Try to **understand, Peter Ham,** I'm like the **genie** that appears if you **rub** a **magic bottle!**

What **happens** if I **rub you, Stinkerbell?**

The **censor** comes out and **changes** this movie's **rating** to an **"R"!**

Gee, and I thought **only I could fly!**

What **this movie** needs is either a lot more **imagination** or an **air traffic controller!**

**Here,** boys **don't obey** any **rules,** do **exactly** what they **please,** and **don't respect adults!** There's **no other place** like it **anywhere!**

I'm sure that **substitute teachers** in the **public school system** would **argue that point!**

This **isn't** like **school! No one** has to do **anything** and there's **no one** in **charge!**

In **other words** it's **more** like the **Post Office!**

These **kids** are a real **pain** in the **butt!** I feel like I'm **trapped** in some **Toys 'R' Us outlet store!**

They're called **"Lost Boys"** 'cause it's **short** for **"Get Lost, Boys!"** Well, if nothing else, at least they're **politically correct!** There are **Black** kids **White** kids and **Asian** kids

It's very **comforting** to know that **obnoxiousness cuts across racial lines!**

**Peter Ham,** do you know **what** that **ship** is?

**Yeah!** A **prop left over** from **"The Goonies!"**

Your **children** are on **that ship**—in a net **suspended ten feet over** the **deck!**

That's **great!** I'll save a **fortune** in **daycare** and **babysitters!**

**Ah, Stinkerbell!** I'm so **glad** to see **you!**

And **why** is **that, Shnook?**

Because I'm **finally** in a **movie** with **someone** who's **shorter** than **I am!**

Did I actually fall into the **lagoon** and are these **beautiful mermaids saving me** or am I just **imagining all of this?** If I **am,** then it's what I call a real **wet dream!**

Hey **what's** going on here?

They are **eating imaginary food** and **pretending** it's **delicious!**

**Really?** My **wife** and I do the **same thing** when we take our **kids** to **McDonalds!**

I know what **this is!** It's the **"John Belushi Memorial Food Fight"!**

**Right!** Someone figured that if it **worked** in **"Animal House"** why shouldn't it work **here?**

You never wanted to **grow up,** because growing up meant **getting old** and **dying!** But when you saw Moron, you fell in **love** with her and decided that you **wanted** to **grow up** so you could **marry her!**

**Aha!** So that's the **lesson** of this **movie:** If you fall in **love,** you **want** to **grow up!** And when you **grow up,** you **die!** Therefore, **love equals death!** Now, isn't **that** a **nice message** for all the **kiddies** watching this **fiasco?**

How can I learn to **fly** again, **Stinkerbell?**

You **can** only if you **think** of a **happy thought!**

I **can't** think of **anything!**

You'd **better!** This **movie** is **almost over..**

Now **that's** what I call a **happy thought!**

!

Why did you **kill me, Captain Shnook?**

Because **you're the politically perfect** kid to **kill!** You're part **Asian** and part **Black!**

But I don't have any **American Indian** in my ancestry!

Oh, **that's** all right. We **white people** have **killed plenty** of **them** in the last **150 years!**

I owe it to all the **little children** to **do away** with you **now!**

So that **evil** will **not triumph** over **good?**

**No!** So that their little **bladders** won't **explode!** Think about it! This **drive!** has been going on over **two hours already!**

CLANK

CLANK!

What a **fitting way** for **Captain Shnook** to finally meet his **end**—crushed by an **alligator!**

It **wasn't** an **alligator,** it was a **croc!** In fact, this **entire film** has been **one crock** from **start** to **finish!**

Always remember, **Peter Ham,** if you ever want me, I **will be there!**

You mean **all** I have to do is **ask you?**

**No,** ask my **agent!** I'd gladly do a **sequel** for a **hefty percentage** of the **movie's gross profits** like **you** and the **Shnookster** got for **this one!**

Goodbye, **Neverland!** I must **return** to **London!**

Gee, dad, this is **exciting!** It's **great** going home like **this!**

It's not **my** idea! With **Pan Am, Eastern** and the other **airlines** going out of **business,** it's the **only way** to get **there!**

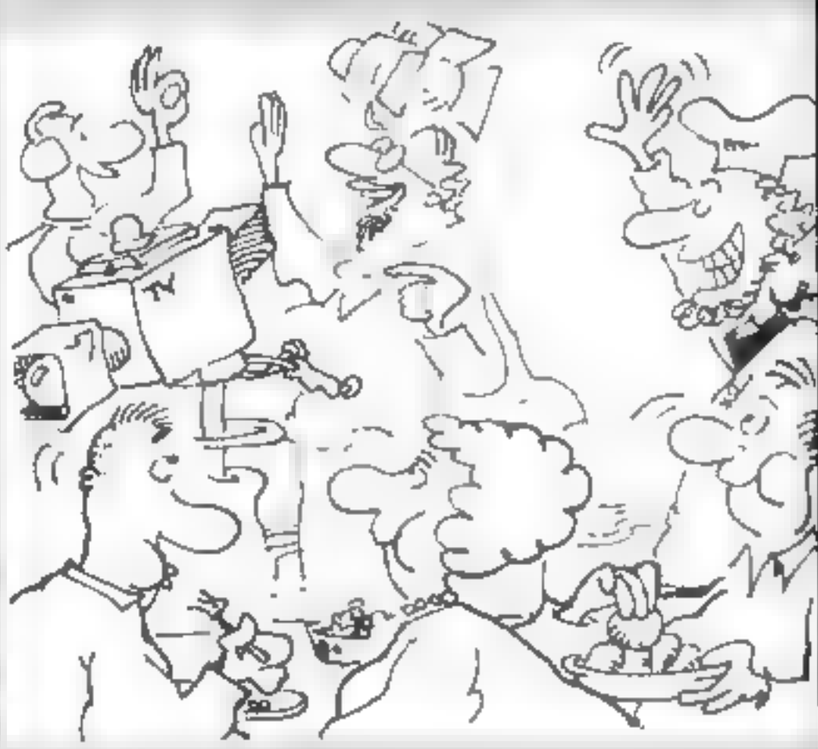
FOR YOUR CONVENIENCE

SERGE-IN GENERAL DEPT.

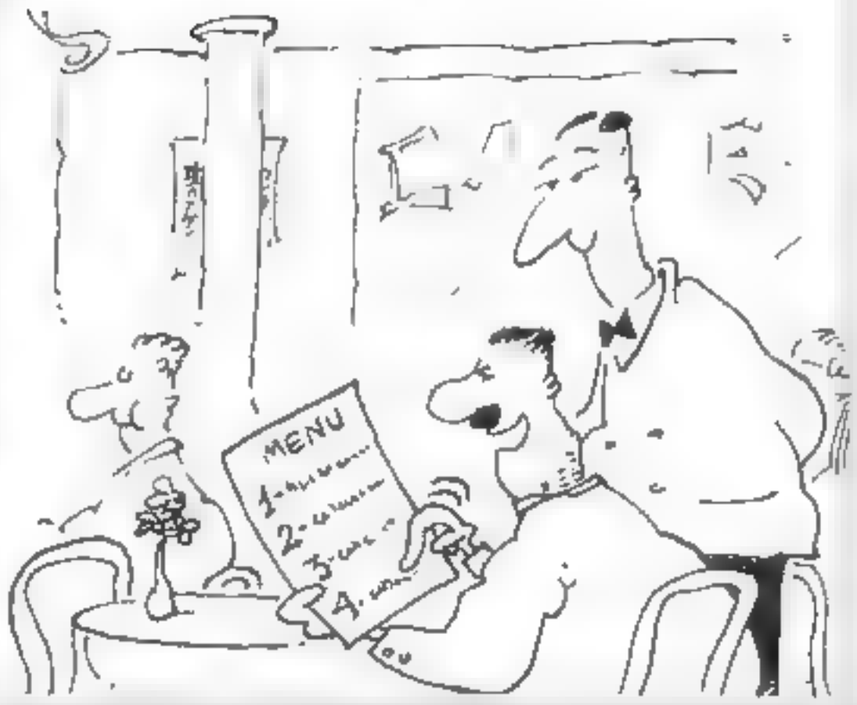
# A MAD LOOK AT COOKING

ARTIST AND WRITER SERGIO ARAGONES

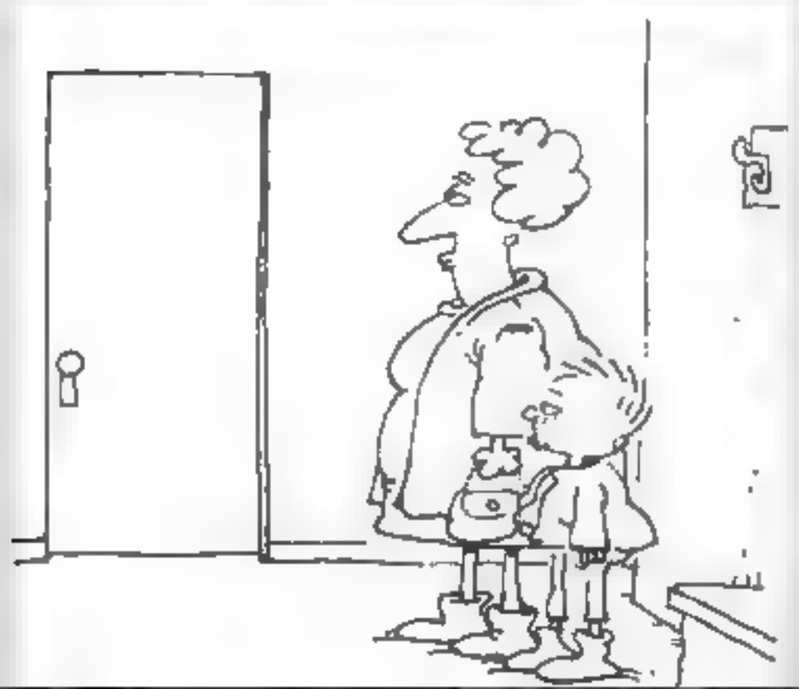
MENU

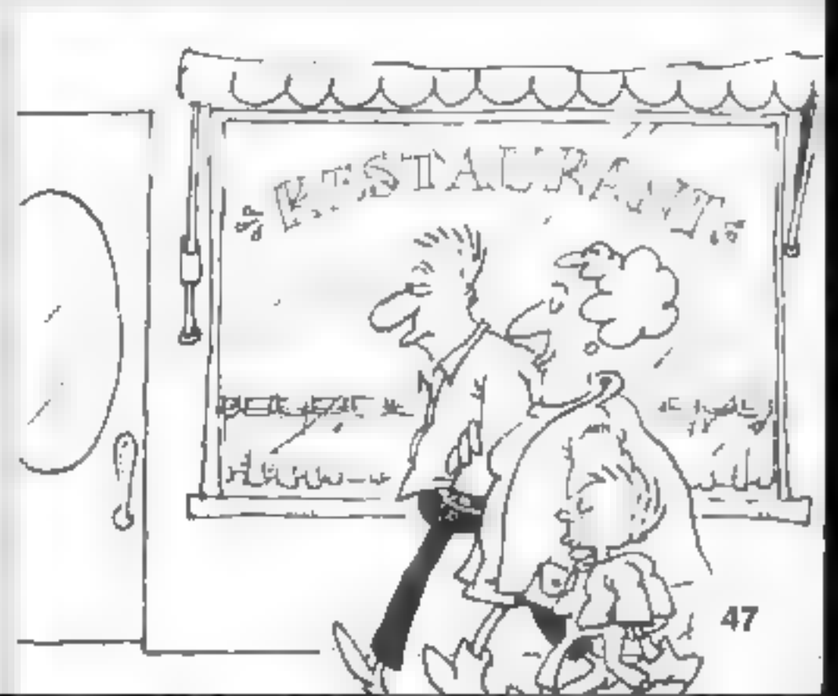


COOK


MENU

CHINESE WOK
EASY!
LEARN TO COOK CHINESE




RESTAURANT

## *from the desk of William M. Gaines*

From: William M. Gaines, Publisher
To: All MAD Staffers

You'll recall the outcry during the World Series when groups protested the Atlanta tomahawk chop as being offensive to Native Americans. It is absolutely vital that MAD be Politically Correct, so that we don't offend any group. Therefore, the following words and terms can no longer be used in the magazine:

MANHOLE - Today there's equality, and all kinds of sexes work in the sewers! From now on, use "personhole"!

HOMOGENIZED - It contains "homo," and "homo" is a no-no!

IN THE BLACK - No way! We've got to say "in the African-American," or we'll get flak from Jesse Jackson or Michael Jackson or Glenda Jackson or some other Jackson!

GODIVA - Any word with "God" in it is offensive to atheists! This kind of stuff could ruin us, for God's sake!

PORK BARREL, HAMMING IT UP - Will turn off both Jews and Muslims who'll finally have one issue they can agree on and give me a hard time with!

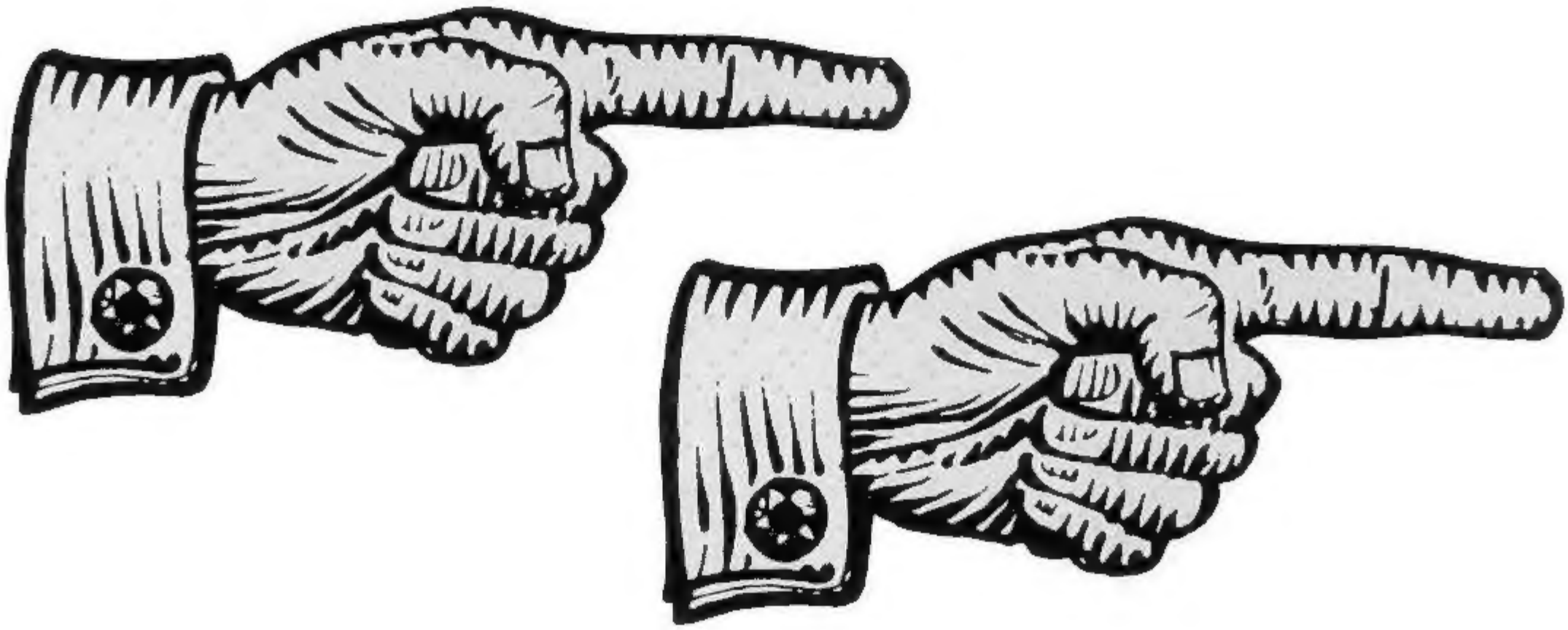
BROAD-MINDED, BROADCAST, ETC. - Print any word with "broad" in it and you can bet I'll get a ton of bitchy letters from bimbo readers! Then I'll have to hire some bimbo to answer the letters! Please don't put me through this!

FORD TAURUS, DODGE ARIES - No! No! No! When you give space to two Zodiac signs you're discriminating against the other 10! Geminis and Leos will raise hell! I don't even want to think about what Scorpios would do!

MEDICINE, DOCTORS, HOSPITALS - Let words like these get through and we're dead with the Christian Scientists!

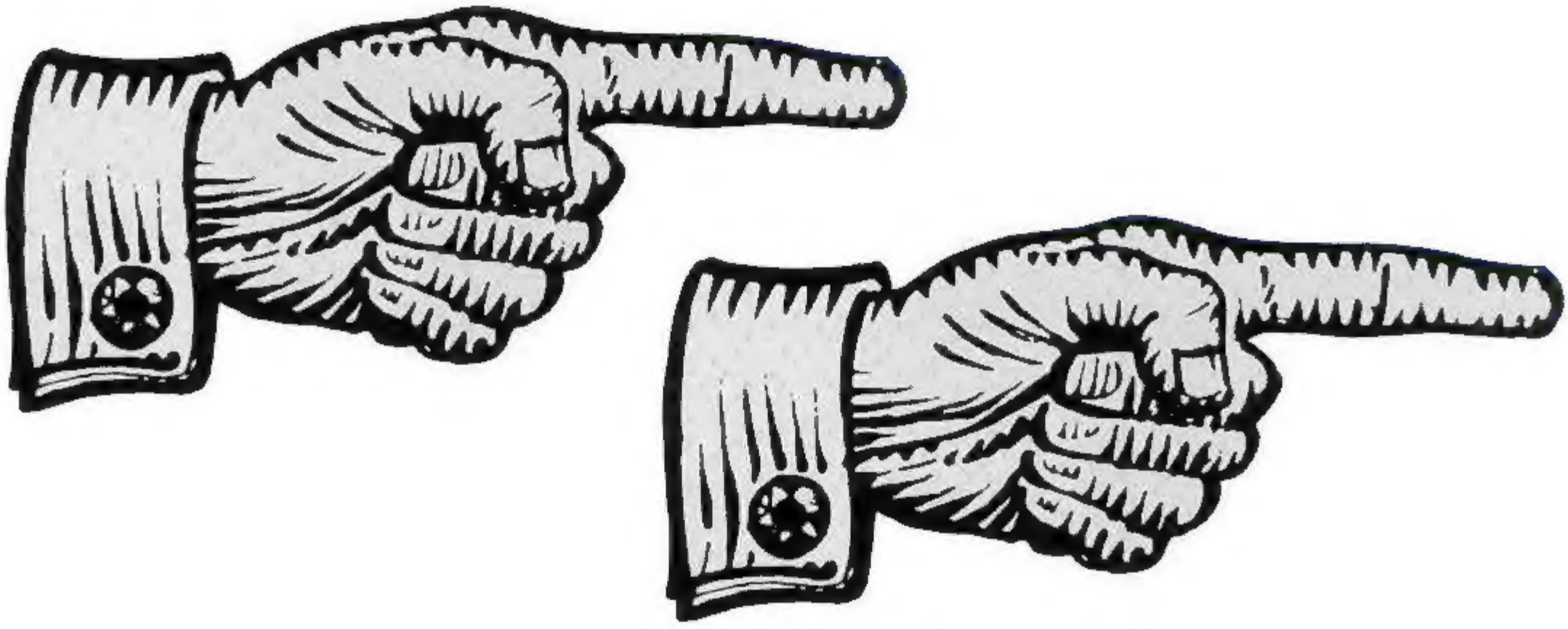
DRUG-FREE SOCIETY - Don't even think about printing it! Makes us look like we're in favor of free drugs! Pharmacists will hate us!

IDIOTS, MORONS, IMBECILES, DOLTS, CLODS - DO NOT USE UNDER ANY CIRCUMSTANCES! All are descriptive of MAD's readers and we certainly don't want to alienate <u>them</u>!



***Nothing to see here!***

***Please skip ahead.***



# WHAT CAN THE U.S. EXPORT TO INSTANTLY CRIPPLE THE JAPANESE AUTO INDUSTRY?

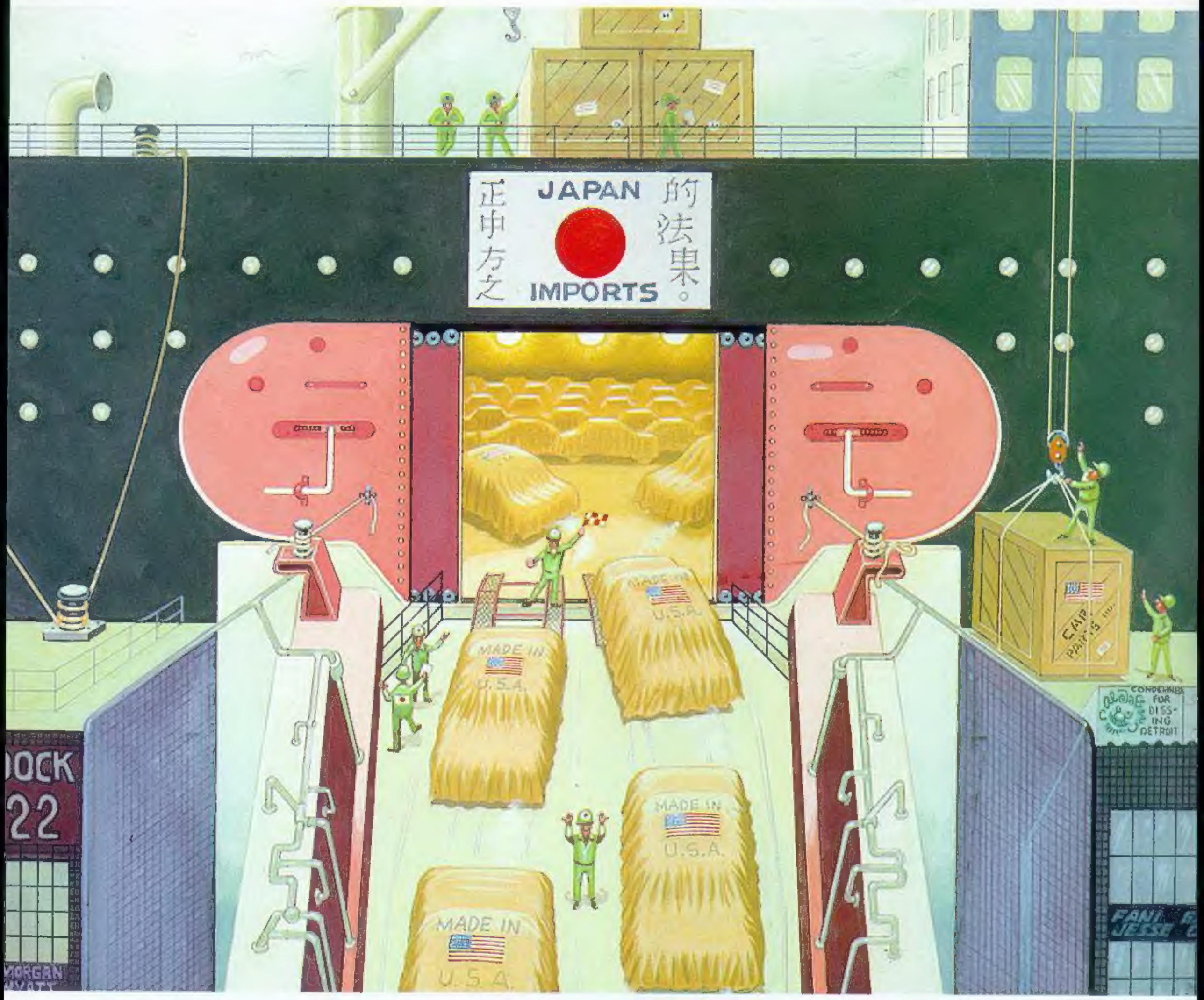
## HERE WE GO WITH ANOTHER RIDICULOUS

# MAD FOLD-IN

**We desperately need to blunt the Japanese advantage in automobile imports. To find out one excellent way to accomplish this, simply fold in page as shown in diagram.**

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT ◀ B FOLD BACK SO "A" MEETS "B"




AMENDING CURRENT TRADE POLICIES MAY PROVE INTRICATE BUT IT MUST BE DONE. IT'S OBVIOUS THAT IN MANY CASES UNFAIR COMPETITION IS SERIOUSLY DAMAGING THE U.S. WE MUST HAVE LEADERS WHO IMPLEMENT AIRTIGHT TRADE RULES. PRESSURE FROM FOREIGN HEADS OF GOVERNMENT SHOULD IN NO WAY BE TOLERATED!

A ▶ ◀ B

# WHAT CAN THE U.S. EXPORT TO INSTANTLY CRIPPLE THE JAPANESE AUTO INDUSTRY?

FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"

AMERI-
CAN
MAN-
AGEMENT
AIR HEADS

A▶◀B

ARTIST: PAUL COKER WRITER: VINCENT "MIKE" DEPORTER